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CableVision

INFORMATION AND ANALYSIS FOR CABLE TELEVISION MANAGEMENT

FEBRUARY 29, 1988

INSIDE:
PLETE GUIDE
LE PROGRAMMERS

BRAD LINKED TO THEFT PROBE

EXCLUSIVITY IS HERE: NOW WHAT?

CLEARING THE FOG AROUND FIBER

UTILITIES PLUGGING INTO CABLE

COMCAST ANSWERS THE CELLULAR CALL

A NEW SIGN OF MATURITY: COMING OF AGE WITH FIRST-RUNS

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FRONT LINE

Brad under probe 5

A U.S. attorney, the FBI and IRS all are looking into alleged irregularities at converter repair company Brad Cable. The company denies any wrongdoing, but reports allege that thousands of boxes altered to receive pay channels were sold on the black market.

Cool to exclusivity 11

Cable operators have been demanding exclusivity from the programmers, but now that HBO and others are offering just that, many MSOs are having second thoughts. Price is one concern, but the structure of the deal seems most on operators' minds.

The Orion war 12

Sumner Redstone and John Kluge are puzzling Wall Street with what is shaping up as a battle for independent studio Orion.

A NuStar spotted 12

An impending merger between Tom Wheeler's NuCable Resources and Gerry Lenfest's StarNet could create an imaginative new promotion service.

The CAB report 13

It's become an annual fixture, CAB's *Cable Facts* booklet chock full of statistics and figures. This year's puts cable ad revenue at $1.1 billion, up 23 percent.

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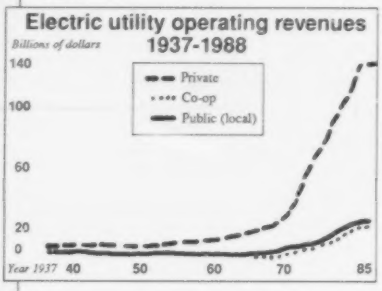
All the ominous rumblings about fiber optics by the telcos have sent chills through the cable establishment. And many have supposed that the telcos are ready to spring that mousetrap on cable now. But an examination of technology shows cable isn't eating dust and in fact has cogent arguments to maintain the cross-ownership ban.



LAW AND REGULATION

Seeing the utility of cable 17

Speaking of wolves at the door (see above), the electric utilities around the country also have been taking a look at cable and have concluded they know a thing or two about the business. And they don't have the regulatory hoops to jump over that the telcos face. They're already here, collectively qualifying as a Top 20 MSO, and may plan to bring more power to bear.

PROGRAMMING

Looking at the NCM lineup 21

April is just around the corner and so is National Cable Month. Planners of the event have put together a potent programming lineup, which we detail hour-by-hour. Get ready to "Discover Our Difference."

BUSINESS AND FINANCE

Desperately seeking cellular 89

Comcast has just dialed up a $230 million cellular telephone deal that sets a new price plateau and may establish a trend linking cable to the squiggley car antenna crowd. It's silly to look at it this way, but Comcast is paying $15,000 per sub for the cellular company.

New life in convertible bonds 90

The convertible bond market is supposed to be dead, but Comcast has breathed new life into that corpse with a $125 million zero coupon offering, the first of its kind since the stock market crash in October.

—Photo by Candace Drake. Facilities provided by Camera Mart, New York.

COVER STORY

Growing up in first-run S6

Cable is known for its original thinking, and nowadays that certainly applies to the creativity that the programming services are showing in first-run shows. Co-productions are way up, simultaneous airings in different windows are the rage, and exclusive first-runs are filling schedules. The message is that the programmers are growing up.

Between the Lines

Relishing a good fight, Roy Speer presses on

A tired Roy Speer rubs at the angry red sores on the backs of his hands. "Cancers," he says flatly. "I had them cut off."

Speer says he got the melanomas from days out on the Gulf deep sea fishing, one of his favorite sports. He created Home Shopping Network, launched it on uncertain seas and hooked the business equivalent of the big marlin he once fought eight hours before pulling into his boat.

But now HSN is battling cancers of its own, and Speer, a big man who seems to relish a big fight, is attacking HSN's problems the same way he attacked the blotches on his hands: Find out what's wrong and cut it off.

A mammoth telephone system which HSN contends hung up on as many as half of all callers was surgically excised and replaced. Faced with a huge merchandise inventory, Speer and HSN President Lowell Paxson applied a tried-and-true radiation theraphy: Slash prices to move the goods.

But now another carcinogen is threatening HSN. Its stock, which soared in eight months from $3 to $47, reversed course and plunged to around $4 when word of the telephone problem spread and sales well below expectations were reported.

This transpired while HSN was raising $100 million through the sale of bonds, an offering which HSN claims has been cornered by California arbitragers and turned into the largest short-sell position in the history of Wall Street. The arbitragers, Speer believes, intend to hold down the stock price so the bonds can be converted to as much as 20 percent of HSN's common. That could happen as early as April 22, the first reset date in the bond offering.

It is not with the cool detachment of a surgeon that Speer recites this history. His face shows tenacity and his eyes narrow as he lays out HSN's strategy for reigniting sales growth and increasing market share. He says that on March 1 HSN will open a direct credit office; that in six months HSN will launch its own credit card; that it plans to widen its position in financial planning to offer brokerage services in the Dallas/Houston area; and that an announcement is pending about a deal with a Top 5 mail order pharmaceutical firm.

"Our cash position is around $48 million," Speer says. "We're seriously looking at all our bonds and at partners. We're examining the market entirely."

HSN held an MSO affiliates meeting in Clearwater, Fla., last week. The MSO executives were taken on guided tours of HSN's operational centers and shown the silent, whirring computers that are the nervous system of Speer's selling machine. It was an impressive display.

Usually in the business world, analysts and investors make decisions much the same way Speer's computers field telephone calls: rapidly and with mechanical detachment. But occasionally it helps to come face to face with the human behind the P-and-L sheets, to get a gut feeling numbers alone cannot convey.

At a banquet during the MSO gathering, Paxson bounds to the microphone and, pointing a finger in the air, predicts "a billion in '88!" Roy Speer continues chewing a moment, then nods his head slowly but firmly.

He just may do it.

—Steve Tuttle
Editor and Associate Publisher

CableVision

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ABP BPA

Film product comparison-March

Film	Pay Networks					Distributor
36 Hours					MAX	MGM/UA
The 500 Pound Jerk		ST				Universal
52 Pick-Up		(ST)	TMC			Cannon
84 Charring Cross Road	HBO					Columbia
About Last Night	HBO				(MAX)	Tri-Star
Above and Beyond		ST				MGM/UA
Absence of Malice	HBO					Columbia
Act of Love					MAX	Paramount
Adventures of the Action Hunter			TMC			Troma
Adventures of Hajji Baba					MAX	20th Century-Fox
Adventures of Mark Twain		ST		(DIS)		Atlantic
Adventures of the American Rabbit				DIS		Clubhouse Pictures
After Hours	HBO				(MAX)	Warner Bros.
Alfie			TMC		MAX	Paramount
All Hands on Deck					MAX	20th Century-Fox
All the Best, Steve Allen					MAX	Castle Hill
All the Brothers Were Valiant				DIS		MGM/UA
All the Rivers Run Part 1-4	HBO					Crawford
Always					MAX	S. Goldwyn
Amadeus		(ST)	TMC			Paramount
An American in Paris			TMC	(DIS)		MGM/UA
And the Children Shall Lead				DIS		Wonderworks
Angel Heart					MAX	Tri-Star
Anything Goes		ST	TMC			Paramount
Apocalypse Now	HBO		TMC			MGM/UA
Armed and Dangerous	(HBO)				MAX	Columbia
Arthur			(TMC)		MAX	Warner Bros.
Assassination		ST	(TMC)			Cannon
At Close Range	HBO				(MAX)	Hemdale
At Sword's Point				DIS		RKO
Avenging Force		ST	(TMC)			Cannon
Back to the Future			TMC		(MAX)	Universal
Badge of the Assassin			TMC			Coca Cola
Baja Oklahoma	HBO					HBO
Bamboo Brush		ST				LCA
The Barefoot Executive				DIS		Disney
The Bedroom Window		ST	TMC			DEG
The Best		ST				Sateri
The Bible in the Beginning	HBO					20th Century-Fox
The Bible		(ST)		DIS		20th Century-Fox
The Big Fisherman				DIS		Buena Vista
The Biggest Bundle of Them All		(ST)	TMC			MGM/UA
Bill Cosby-Himself	(HBO)		TMC		(MAX)	20th Century-Fox
Birch Interval	HBO					Vestron
The Black Arrow					MAX	Columbia
Black Widow	HBO	(ST)	(TMC)			20th Century-Fox
Blake Edwards' 'A Fine Mess'	HBO					Columbia
Blood Ties		ST				Showtime
Blue City		(ST)	TMC			Paramount
Bolero					MAX	Cannon
Booker				DIS		New Images
Born American			TMC			New Century
The Boy Who Could Fly	HBO			(DIS)	(MAX)	Lorimar
The Boy Who Loved Trolls				DIS		Wonderworks
The Brass Ring		ST				Film Gallery
Brave Little Toaster				DIS		Disney
Breaking Away			TMC		(MAX)	20th Century-Fox
Brighton Beach Memoirs	HBO	(ST)	(TMC)			Universal
Bring on the Night					MAX	S. Goldwyn
The Buddy Holly Story	(HBO)				MAX	Columbia
Care Bears Movie II	HBO			DIS		Columbia
The Carey Treatment		(ST)	TMC			MGM/UA
Cat Ballou					MAX	Columbia
Charlotte Forsen's Mission				DIS		Pride Entertainment
The Cheyenne Social Club		(ST)	(TMC)		MAX	Warner Bros.
Children of a Lesser God		(ST)	TMC			Paramount
Choke Canyon	(HBO)				MAX	UFD
Chopping Mall					MAX	Concorde
The Chosen				DIS		20th Century-Fox
The Clan of the Cave Bear	HBO				(MAX)	Warner Bros.
The Color of Money		(ST)	TMC			Touchstone
The Color Purple	HBO					Warner Bros.
Condorman				DIS		Disney
Convoy					MAX	MGM/UA
Country	HBO					Disney
Critters	HBO				(MAX)	New Line
Crocodile Dundee				ST	(TMC)	Paramount
Cross Creek				ST		Viacom
Crossroads	HBO				(MAX)	Columbia
Dance With a Stranger			TMC			Goldwyn
Dancing in the Dark				DIS	(MAX)	20th Century-Fox
Dangerous Moves			TMC			Centerpoint
Deadtime Stories					MAX	Cinema Group
Desert Hearts			(TMC)		MAX	S. Goldwyn
The Dirty Dozen		(ST)	TMC		MAX	MGM/UA
Dirty Tricks	HBO					Mutual
Do You Love Me?					MAX	20th Century-Fox
Don't Go Near the Water			ST	(TMC)		MGM/UA
Don't Make Waves		(ST)	TMC			MGM/UA
The Dresser					MAX	Columbia
Duet For One		ST				Cannon
Dusty	HBO					Castle Hill
Elopement				DIS		20th Century-Fox
Emmanuelle IV		(ST)	(TMC)		MAX	MGM/UA
End of the World Man				DIS		Miramax
Ernest Goes to Camp		ST	TMC			Touchstone
Eve Knew Her Apples					MAX	Columbia
Evil Under the Sun		ST				Viacom
Exorcist II	HBO					Warner Bros.
The Exorcist	HBO				(MAX)	Warner Bros.
Extremities		ST	(TMC)			Atlantic
Fantastic Adventures of Unico				DIS		Sanrio
Ferris Bueller's Day Off		(ST)	TMC			Paramount
Fiddler on the Roof			TMC	DIS	MAX	MGM/UA
First Affair					MAX	Televentures
First Nudie Musical		ST				Art Greenfield
First Steps				DIS	(MAX)	Televentures
Firstborn		ST				Paramount
The Fly	HBO		TMC		(MAX)	20th Century-Fox
The Fourth Wish				DIS		Pacific Intl.
Foxes	HBO				(MAX)	MGM/UA
Freckles				DIS		20th Century-Fox
Free Ride					MAX	Galaxy Int.
Friday the 13th Part IV		(ST)	TMC			Paramount
From Disney, With Love				DIS		Disney
The Gambler			(TMC)		MAX	Paramount
The Glass Bottom Boat		ST	(TMC)		(MAX)	MGM/UA
Gold is Where You Find It			TMC			MGM/UA
The Golden Child		(ST)	TMC			Paramount
Golden Girl					MAX	20th Century-Fox
The Good Father			TMC			Skouras
Good Girls Go To Paris					MAX	Columbia
The Good Wife		ST				Atlantic
Gorky Park			(TMC)		MAX	Orion
The Great Gatsby	(HBO)		TMC		(MAX)	Paramount
The Great Train Robbery					MAX	MGM/UA
Gulliver's Travels	HBO			(DIS)		Miramax
The Gun That Won the West					MAX	Columbia
Gunfighters					MAX	Columbia
Half Moon Street		ST				Showtime
Hamad and the Pirates				DIS		Network
Hamburger The Motion Picture	(HBO)				MAX	Feldman/Meeker
Hannah and Her Sisters	HBO				(MAX)	Orion
Harry & Son					MAX	Orion
Haywire					MAX	Warner Bros.
Heartbreak Ridge	(HBO)				MAX	Warner Bros.
Heaven Help Us					MAX	Silver Screen
Her Husband's Affairs					MAX	Columbia
The Hit			TMC			Columbia
The Hitcher					MAX	Silver Screen
The Hobbit				DIS		MGM/UA
Hockey Night	(HBO)	ST				Cinar Films
Hollywood Cavalcade				DIS		20th Century-Fox
Hollywood Vice Squad	(HBO)		TMC			Cinema Group
Hot Child in the City					MAX	Fox/Lorber
Hot Resort	HBO					Cannon
House of Dries Drear				DIS		Wonderworks
The Housekeeper	HBO					Castle Hill
Howard the Duck	(HBO)	(ST)	(TMC)		MAX	Universal
Hunk			TMC		(MAX)	Crown Int'l.
I Accuse!		ST				MGM/UA
I Know Why the Caged Bird Sing		ST				Viacom
If Ever I See You Again	HBO					Columbia
'Immortal Sergeant'					MAX	20th Century-Fox
In Cold Blood					MAX	Columbia
Invitation to Dance			TMC			MGM/UA
J.O.E. and the Colonel		ST				Universal
The Jewel of the Nile	HBO	ST			(MAX)	20th Century-Fox
Jocks			TMC		MAX	Crown
Joy of Mykonos		ST				Cal Vista
Julia		(ST)	TMC		(MAX)	20th Century-Fox
Jumpin' Jack Flash	HBO	(ST)	(TMC)		(MAX)	20th Century-Fox
Just Between Friends	HBO		(TMC)		(MAX)	Orion
Kid Colter	(HBO)			DIS		The Movie Store
The Kid From Left Field				DIS		20th Century-Fox
The Killing Machine		ST	(TMC)			Lorimar
Kismet		(ST)		DIS	(MAX)	MGM/UA
Kiss of the Spider Woman		(ST)	TMC			Embassy
Kit Carson and the Mountain Men				DIS		Disney
Lady Jane		ST	(TMC)			Paramount
Lady L			TMC			MGM/UA
Laguna Heat	HBO					Laguna Heat
Land Raiders					MAX	Columbia
The Last Hurrah				(DIS)	MAX	Columbia
Law vs. Billy the Kid					MAX	Columbia
Legal Eagles			TMC		(MAX)	Universal
Lethal	HBO		(TMC)			Cinema Gr.
Lethal Weapon	HBO				MAX	Warner Bros.
Like Mom, Like Me	HBO					Televenture
Like Normal People		(ST)	TMC			20th Century-Fox
Look					MAX	Thorn-Emi
The Lion of Africa	HBO					Lois Luger
Lisa					MAX	20th Century-Fox
Little Boy Lost				DIS		Adler Video Mktg
Little Shop of Horrors	HBO					Warner Bros.
Loneliness of the Long Distance Runner					MAX	Warner Bros.
The Long Dark Night					MAX	Warner Bros.
Long Day's Journey Into Night		ST				Showtime
The Longshot	HBO	(ST)	TMC		(MAX)	Orion
Lucky 13	(HBO)				MAX	Wescom
Lucky Lady	HBO		(TMC)			20th Century-Fox
Lust For Life			TMC		MAX	MGM/UA
Lust in the Dust					MAX	New World
Madame X			TMC			Universal
A Man and a Woman			TMC		(MAX)	Warner Bros.
A Man For All Seasons					MAX	Columbia
Maria's Lovers	HBO					Cannon
Mary White				DIS		UPA
Maryland				DIS		20th Century-Fox
Master of Ballantrae					MAX	Columbia
Maximum Overdrive		(ST)	TMC			DEG
The McKenzie Break					MAX	MGM/UA
Meet Me After the Show				DIS		20th Century-Fox
Miracles of Spring				DIS		Disney
Missing in Action	(HBO)				MAX	Cannon
Missing in Action 2					MAX	Cannon
The Money Pit	(HBO)	(ST)	(TMC)		MAX	Universal
Moonlight		ST				Universal
The Morning After	HBO				(MAX)	Lorimar
The Most Dangerous Man Alive					MAX	Columbia
Mrs. Soffel					MAX	MGM/UA
Munchies	HBO					MGM/UA
My Favorite Wife				DIS		RKO
Mystery at Fire Island		ST				Scholastic
Never Too Young to Die			(TMC)		MAX	S. Goldwyn
Night of the Creeps					MAX	Tri-Star
The Night of the Iguana		(ST)	TMC			MGM/UA
The Night Stalker	HBO					Almi Picture
Nightmare on Elm Street 3	HBO	ST	TMC			Universal
Nights in White Satin					MAX	Fox/Lorber
Nightside		ST			(MAX)	Universal
No Big Deal		ST				Film Gallery
Nob Hill					MAX	20th Century-Fox
Number One With A Bullet		ST	TMC			Cannon
Oliver's Story	HBO					Paramount
Once Bitten	HBO	ST	(TMC)		(MAX)	Goldwyn
One Crazy Summer	HBO				(MAX)	Warner Bros.
One in a Million				DIS		20th Century-Fox
Out of Africa	(HBO)		TMC		(MAX)	Universal
Over the Top	HBO				(MAX)	Warner Bros.
A Passage to India				DIS	MAX	Thorn-Emi
A Patch of Blue			TMC			MGM/UA
The Patriot	HBO				(MAX)	Crown
The Peanut Butter Solution				DIS		HBO
Peggy Sue Got Married	HBO				(MAX)	Tri-Star
The Pilot	HBO					Orbis
Pin Up Girl					MAX	20th Century-Fox
The Pink Chiquitas		ST	(TMC)			Fox/Lorber
Pirates of Blood River					MAX	Columbia
Playing For Keeps	(HBO)	ST	(TMC)			Universal
Prisoner of Shark Island				DIS		20th Century-Fox
The Prisoner of Zenda		(ST)		DIS	MAX	MGM/UA
The Professionals					MAX	Columbia
Project X	HBO	ST	TMC			20th Century-Fox
Psycho III		(ST)	(TMC)		MAX	Universal
Quiet Cool		ST				Universal
Raging Bull		(ST)	TMC		(MAX)	MGM/UA
Raising Arizona		ST	TMC		MAX	20th Century-Fox
Ratboy	HBO					Warner Bros.
Raw Deal		ST				DEG
Red Line 7000		ST				Paramount
Return of Monte Cristo					MAX	Columbia
Return of Horror High					MAX	New World
A Room With A View		(ST)	TMC			Paramount
A Royal Scandal					MAX	20th Century-Fox
Runaway Train		ST	TMC			Cannon
Ruthless People		ST				Touchstone
Safe Harbor	HBO					Orbis
The Sandpiper		ST			(MAX)	MGM/UA
Save the Dog				DIS		Disney
Saving Grace					MAX	Columbia
The Schooner				DIS		Cori Film Intl.
Secrets of a Mother and Daughter	HBO					Columbia
Serpico			TMC			Paramount
Seven Brides for Seven Brothers			TMC	(DIS)	MAX	MGM/UA
Seven Minutes in Heaven	(HBO)				MAX	Warner Bros.
Shattered Vows					MAX	J. Phillips
Ship of Fools					MAX	Columbia
The Silent One		(ST)		DIS		Satori
Silver City	HBO					S. Goldwyn
Simply Irresistable		ST				Essex
Sky Above, The Mud Below					MAX	Centerpoint
The Sky's No Limit	HBO					Lorimar
Sleepaway Camp			TMC			UFD
Slumber Party Massacre			TMC			Viacom
Smoky				DIS		20th Century-Fox
Solarbabies	HBO					MGM/UA
Solomon Northrup's Odyssey				DIS		Pride Entertainment
Something Special					MAX	Cinema Group
Something Wild		(ST)	(TMC)		MAX	Orion
Sons and Lovers					MAX	20th Century-Fox
The Spanish Main				DIS		RKO
Sparkle					MAX	Warner Bros.
Springtime in the Rockies					MAX	20th Century-Fox
Stage Door					MAX	RKO
A Star is Born					MAX	Warner Bros.
Star Trek IV		ST	TMC			Paramount
State Fair				(DIS)	MAX	20th Century-Fox
The Sterile Cuckoo	HBO					Paramount
Streets of Gold	HBO		(TMC)		(MAX)	20th Century-Fox
Submission		ST	(TMC)			U.S. Media
Summer Stock		ST		(DIS)	(MAX)	MGM/UA
Susan, Susan				DIS		Marcarelli
Sweet Bird of Youth			TMC		MAX	MGM/UA
Teacher, Teacher		(ST)	TMC			Henry Jaffe
That Darn Cat				DIS		Disney
Three Amigos!	HBO				(MAX)	Orion
Three Came Home					MAX	20th Century-Fox
Thunder in the Valley				DIS		20th Century-Fox
To Be Or Not To Be		ST			MAX	20th Century-Fox
To Sir, With Love					MAX	Columbia
Top Gun		ST	TMC			Paramount
Top Hat				DIS		RKO
Touch and Go					MAX	Kings Road
Tough Guys		ST	(TMC)			Touchstone
The Tracker	HBO					HBO Pictures
Travels With My AUnt			TMC			MGM/UA
Treasure Island		ST				Warner Bros.
The Trip to Bountiful			TMC			Embassy
True Grit			TMC	(DIS)	(MAX)	Paramount
Twist and Shout					MAX	Miramax
Two Seconds		ST				MGM/UA
Valley of Kings		ST				MGM/UA
Wanted Dead or Alive					MAX	New World
When the Boys Meet the Girls		(ST)	TMC			MGM/UA
Who Am I This Time				DIS		Rupicom Film Prod.
Who's Been Sleeping in My Bed?					MAX	Paramount
The Winter of Discontent					MAX	Lorimar-Tel.
A Winter Story	HBO					Miramax
Witchboard	HBO		TMC			New Century
Witchfire	HBO					Vestron
The World According To Garp	HBO				(MAX)	Warner Bros.
You Can't Go Home Again					MAX	Televentures
You're in the Navy Now					MAX	20th Century-Fox
Young Lady Chatterly II		ST				Blum Group
Young Sherlock Holmes		ST	TMC			Paramount

BEST AVAILABLE COPY

CableVision
INFORMATION AND ANALYSIS FOR CABLE TELEVISION MAN

The complete reference work on cable networks

NATPE INTERNATIONAL
25 Annual
PROGRAM CONFERENCE

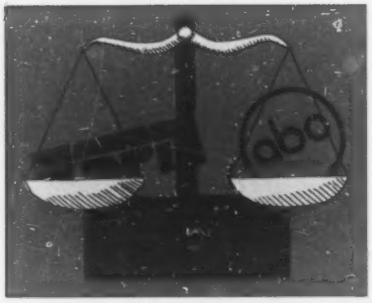
CableVision

GETTING ORIGINAL WITH FIRST-RUN

Booming along with the basics **S6**
Cable frequently breaks the programming mold, and it's doing so again in a big way with first-run shows. But be forewarned: What you might think is a first-run—that is, the first time any eyeball has seen it—doesn't always apply here, because basic networks approach the subject with original thinking. Co-productions are way up, simultaneous airings are hot, and networks are learning to get a lot of hours out of small, but growing budgets.

FINDING A NEW BALANCE

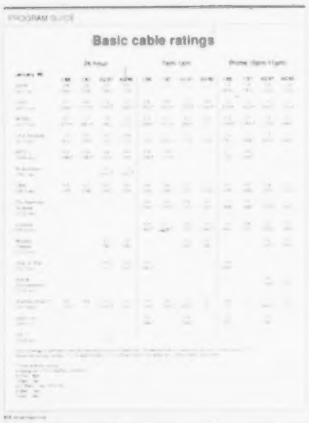
The A-B-Cs of ESPN **S10**
Here's a shocker: Based on a cash flow analysis, some basic cable networks are worth as much as one of the Big Three. Take ESPN, for example, with its $60 million in cash flow. Multiply that by 16, which is the going rate in cable, and you have about $1 billion. That's a price which many believe that ABC could be had for if it could be separated from its owned TV stations. And the broadcast networks don't receive carriage fees, they *pay* for their clearances.



ABOUT THE GUIDE

Rolodexes do tend to get out of date. So with that in mind, *CableVision* set out to provide its readers with an up-to-date telephone book of the cable network universe. The basics, the pays, the regional sports services, the PPV networks and a host of new ones still on the drawing board—they're all here, all 160 or so.

RATINGS, RATINGS, RATINGS


Basic cable ratings

Doing the Nielsen dance **S11**
Car 54, where are you? Well, you're atop the ratings heap at Nick At Nite. TBS's Award Theater deserves an award for its 4.9 rating. Victory at Sea wins the ratings war at A&E with a 2.5 number. And let's go to the videotape, where Big Ten College Basketball dunks home a 3.2 for ESPN, that network's best. USA has a hammer lock on a 3.6 number with wrestling on Mondays. Get out your people meters to check out the Top 5 rated shows on the dozen largest basic networks.

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'In the past the reputation for cable has been low budgets, but the industry is changing fast.'

—Harry Young,
CBN program development director

Original thinking in first-runs

By Wayne Friedman

Cable programming always seems to defy categorization. And first-run shows aren't an exception, resisting definitions that fit neatly in other media settings.

For some cable programmers, a first-run show could be a natural history documentary already broadcast in England or Australia. For others, it could be a drama series made in Canada for simultaneous airing in many countries. A home-grown talk or variety show, such as The Nashville Network's *Nashville Now* or USA Network's *Robert Klein Time*, is another form.

In the end, says Andrew Orgel, Arts & Entertainment's vice president of sales and marketing, "whether it is co-produced or acquired, it really doesn't matter.... It still results in a first-run program on U.S. television. The ultimate user, the viewer, really doesn't care. He (only) cares," Orgel adds, "if it's a good program and if it's worth the time watching."

However they are defined, investments by basic cable programmers in first-run endeavors, in all forms, have climbed considerably over the last few years. Growing in popularity are co-venture arrangements with BBC or Canadian producers, who incur a major chunk of production costs. Those programs are then simultaneously broadcast in different international windows. Some home-grown cable productions, such as Nickelodeon's *Double Dare* or MTV's *Remote Control*, also are reaping the rewards of increased investments.

While few first-run programs can by themselves lift a network's ratings or increase its penetration level, "original programming is your signature," says Gerry Hogan, president of Turner Entertainment Network. To gain attention on a crowded dial, many cable networks have been forced to buy or produce first-run product in order to keep subscribers satisfied. Witness relatively small (14.5 million subs) Tempo Television, which is making a push to produce first-run programs. Where once it almost exclusively rented transponder time to producers, Tempo now is airing its own talk shows, such as one sports-oriented program with ex-Olympian Rafer Johnson.

It's no mystery where the bucks for such expensive shows are coming from. Penetration nationwide is steadily climbing past 50 percent, translating into additional carriage fees as well as higher advertiser revenues.

Sprinting into first-run

ESPN, like many others networks, has benefited from this new financial strength. In 1988, 4,000 out of ESPN's 8,760 hours of broadcasting will be first-run and/or live programming. That's up from 1,800 hours in 1980. Other networks are making similar gains. USA Network will have 34½ hours of first-run shows this year, compared with 13½ in the '86-'87 season and 4½ in '85-'86. Lifetime has 11 shows it calls first-run. CBN now has six shows. Both of those networks' first-run programs are up from the previous years.

Of The Discovery Channel's total

While few first-run programs can by themselves lift a network's ratings or increase its penetration level, 'original programming is your signature.'

—Gerry Hogan,
Turner Entertainment Network

programming, 70 percent is U.S. premieres, 20 percent have had other domestic windows and 10 percent are world premieres. Almost all of its U.S. first-run shows have been acquired from foreign producers, with Discovery running the product months or years after its initial release. But Suzanne Hayes, senior vice president of program acquisitions and development for the network, promises more programming will be devoted to co-venture deals in the future, which will mean more timely U.S. airings. For the first time ever, Hayes notes, Discovery has a budget allocated for developing programming as opposed to acquisitions.

When the basic cable networks consider jumping into first-run, documentaries often are where they land. In contrast to producing sitcoms or dramas, productions costs for documentaries are fixed, says Tim Cowling, Discovery's vice president of production. He says costs ride up to $500,000 an hour for a

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First-run shows on the networks include, top left, Dwight Yoakam, left, country western singer, with Ralph Emory, host of Nashville Now*; top right, TBS's Roy Scheider* Portrait of the Soviet Union*; and above, Robert Klein, left and comedian Jay Leno, from* Robert Klein Time.

Basic, *from page S7*

blue-chip natural history documentary; an average show would be priced in the $250,000 to $500,000 per hour range. TBS's Hogan says *Jacques Cousteau's Rediscovery of the World* series is budgeted on even higher levels, much like first-run syndication or network. For an hour of programming, that could range from $800,000 to over $1 million.

While Cousteau's episodes recover their cost through aftermarkets in syndication, home video and elsewhere, the first-run pay-back for producers selling to The Discovery Channel as well as A&E is simultaneous or near simultaneous broadcast windows in Canada, England, Australia and other countries.

A&E, for instance, has been active for some time in this area, acting as co-producer on projects like the new production of the hour-long, BBC-shared series, *All Creatures Great and Small*. A&E has multi-year "output" deals with the BBC where it commits upfront a signficant sum for a set amount of hours. The BBC handles the majority of the production chores, while A&E, as co-producer, makes production changes in the later stages of the projects for American consumption. A&E typically invests up to 50 percent of the production costs in these deals, and these investments continue to expand.

Its investments in programming are so large that "we don't make as big a profit as Nashville, USA or any of the others. We are a smaller business, but we hope the programming is high quality and high enough percentage of first-run that we have a niche of being a valuable network," says Orgel.

These days as its investment grows, says Orgel, the network's role as a co-producer is becoming more involved. For its new series *Pulaski: The TV Detective*, A&E chose the star of the show, David Andrews, as well as making changes in the final edition seen in the U.S. In the future, Orgel says, A&E will have more to say about plots and subject matter prior to production.

The Discovery Channel also is ramping up its investment in the race for first-run programming. Following up on its most notable achievement to date, last year's, *Russia: Live From the Inside*, Discovery this May will air a co-production with the BBC called *Reef Watch: Live From the Red Sea*. A three-hour show—two hours live from beneath the Red Sea—the program will explore what experts say is the greatest coral in the world, as well as the surrounding natural environs of the Middle East.

Big bucks for yuks

And it isn't just documentaries and nature specials receiving big budgets. Basic networks also are spending heavily for drama and sitcoms. TBS's *New Leave It To Beaver* from MCA was one of the original, first-run sitcoms to be aired on cable from a major Hollywood studio. Harry Young, director of program development for CBN Cable, says MCA is spending per episode what it would spend if it were for first-run syndication, in the $300,000 to $500,000 range per half-hour. Experts guess the show is heavily deficit financed. The reasoning is cable usually can't pay the heavy license fee to producers that the broadcast networks can. But one marketing professional says when the deal was made, Ted Turner, thinking he could afford top-level Hollywood product, might have made a rash decision to overspend for the show.

In any case, Young says the MCA-TBS deal was an indication of the studios' desire to produce more first-run product for cable because of the industry's growing viability and financial strength. Last year CBN signed a now-void multi-million dollar production deal with the now-extinct Coca-Cola Telecommunications. Young hopes now that two of Cokes' televison executives with ties to the cable community,

Nickelodeon's Double Dare

Tony Lynn and Joe Abrams, now at MGM/UA, will push for new cable co-venture deals at that studio.

Differing strategies

"In the past the reputation for cable has been low budgets, but the industry is changing fast," says Young. CBN production budgets for shows like the new series *Crossbow: The Adventures of William Tell* that debuted this season, have risen more than 60 percent from previous programs such as *The Campbells* and *Butterfly Island*. This fall CBN will be presenting more new half-hours *Rin Tin Tin* (a working title) and *Bordertown*, a venture that includes Columbia Pictures Television as a co-producer. "They all have tremendous production values. At least the equal of first-run syndication," says Young. By 1990, CBN's goal is for an entire prime time daypart filled with first-time programming.

Like the two-year-old series *The Campbells*, CBN's new projects are produced in Canada. But unlike that show they are shot on 35mm film, not the inex pensive 16mm. Young says in addition to more money being stuffed into co-ventures, the network also will retain a piece of the U.S. domestic syndication pie in these deals. Previously, such shows were contracted as a straight license deal from the producer.

The Nashville Network takes a different tack in airing first-run programming. It doesn't fund any co-productions with overseas producers and, except for some minor exceptions, it doesn't syndicate product domestically or internationally. Production budgets, therefore, tend to be tighter. It's costliest show, *Wish You Were Here*, goes for $50,000 per half-hour because of the big expenses entailed in producing a program about travels in a recreational vehicle. Its signature 90-minute strip talk show, *Nashville Now*, runs on a slim $100,000 a week. Other shows like *Crook & Chase* and *This Week in Country Music* go for $5,000 a half-hour. Lloyd Werner, senior vice president of sales and marketing for Group W Satellite Communications, which markets and sells the network, says production costs are low compared to other networks because it already has constructed a $50 million television production center in Nashville that churns out most of its programming. Few other basic cable networks own production facilities. Adding to TNN's list of new shows in the coming year will be *American Magazine*, a first-run daytime strip scheduled for April 1988, plus a companion travel piece to *Wish You Were Here* called *Side By Side*.

Because The Nashville Network saturates itself with almost 100 percent first-run programming, its shows are repeated several times to make the dollar last. *Wish You Were Here*, for instance, runs on Sunday at 11:30 a.m., 4:30 p.m., 9 p.m. and 1:30 a.m. *Country Kitchen* airs Saturdays at 10:30 a.m., 3 p.m., 7 p.m. and 10 p.m.

Still, efficiency is what counts. Even against other networks' acquired product, The Nashville Network claims an appealing bottom line. Asks Group W's Werner: "*Cagney and Lacey* has been running on Lifetime with a 1 rating, paying $100,000 an episode. We're getting a 2 rating with *Nashville Now* for 90 minutes, paying $100,000 a week to produce. Who's got the better deal?"

Depending on the number of runs per episode for *Cagney and Lacey*, those comparisons might not be entirely correct, but Werner's point is made, that big-ticket programming, first-run or off-net, isn't for every cable programmer.

Priming the pump

MTV Networks takes yet another view of what first-run fare means to cable. Past syndication dollars from MTV's *Top 20 Countdown* and future revenue from Nickelodeon's *Double Dare*, say MTV executives, will generate a bigger dollar pool for new first-run shows.

The company already has been moving forward into new program areas. Early this season, MTV aired its first game show, *Remote Control*, which reportedly has been earning high 2 ratings. Following up on the success of *Double Dare*, this season Nickelodeon has come out with *Finders Keepers*, another kids game show which has been earning even better ratings than its predecessor. Now with many kids live action programs under its belt, Nickelodeon is venturing into animation with new episodes of *Count Duckula*, a co-production with Cosgrove Hall, a unit of Thames Television. Geraldine Laybourne, executive vice president and general manager of Nickelodeon and Nick At Nite, says this is another step forward for the network because animation is more expensive to produce than live action, thus representing a big investment to the network. Currently, all Nickelodeon animated programming is acquired. Overall, half of Nickelodeon's programming is bought, half is first-run.

Like other cable networks with limited resources, MTV Networks projects take a longer time to nuture and mature than programs for broadcast networks or first-run syndication. *Duckula*, for instance, started development in 1985 and premiered Feb. 1. "We are spoiled by that," says Laybourne. There are other first-run projects in the oven that might not hit the airwaves for a couple of years, she says. One project is a series based on a Nick At Nite experiment some months back about sitcoms written and sometimes acted by viewers.

Hanging in there

Cable networks, unlike broadcasting networks, can't afford to order four or five episodes of a series and then cancel. For cable it means giving programming a longer shot at making the grade once it comes time to air. The two-year-old *Robert Klein Time* on USA has done just that, growing from a 0.7 Nielsen HomeVideo Index number in January '87 to a 1.1 rating in January '88. More skits and guests, says Monia Joblin, vice president of original programming for USA Network, are elements that have given the program a new profile and a bigger audience. "We can't afford to produce two episodes" and cancel, she says. For first-run projects, USA Network usually commits to at least 13 weeks.

Cable, however, isn't immune to failure. Lifetime's *Way Off Broadway* couldn't make it as a live Monday to Friday variety show. TBS' early attempts at sitcoms, *Down to Earth*, *Safe At Home* and *Rocky Road*, although having longer runs than *Way Off Broadway*, no longer grace the schedule. The Nashville Network sitcom, *I-40 Paradise*, also didn't have staying power.

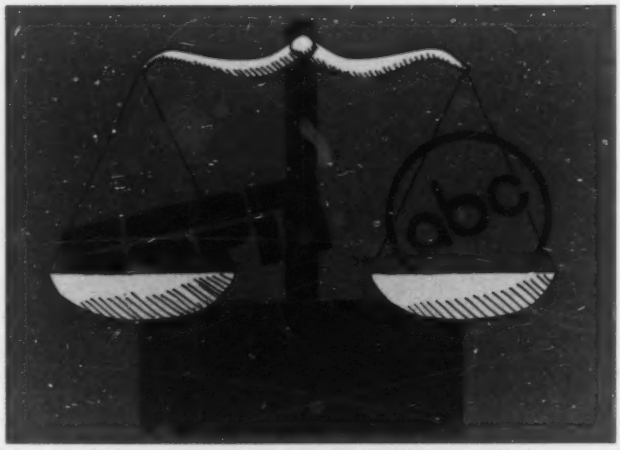
With this as a backdrop, it's no wonder that some cable programmers are cautious. Although USA Network is producing more original programming, first-run still doesn't have priority over acquired product, says its senior vice president of programming, Dave Kenin. "If it is better business for us, then we would like to produce a lot of original programs," he says. But high profile off-network programs still provide "a vital and central role to our strategy," he adds.

TBS' Hogan sees first-run programming slowly increasing over time for his network. The big and expensive MGM movie library will go a long way to providing programming for the superstation for the next few years. And instead of producing sitcoms in the

See **Basic**, *page S10*

The wealth of basics rival Big 3

By Virginia Munger Kahn



Which network is more valuable, ABC or ESPN? ABC, right? Wrong.

ESPN probably is worth just as much as its parent corporation's flagship broadcasting network. According to long-time industry analyst Dennis Leibowitz, of Donaldson Lufkin & Jenrette, ESPN probably is worth about $1 billion. He bases that in part on how much investors were willing to pay for Cable News Network—16 times cash flow—when discussions about its potential sale were held with NBC and Rupert Murdoch.

ESPN had 1987 cash flow of $60 million. Using the 16 times multiple yields an imputed value of $960 million, almost one-third of what Capital Cities paid for all of ABC, the network and stations. In fact, $1 billion probably is more than anyone would pay for the ABC network itself, which earned just $50 million last year, says Leibowitz.

It is that kind of value that is propelling NBC's interest in the cable programming field, and it signifies the growing financial clout of the basic cable networks within the investment community and their ability to compete for high-quality programming.

The numbers that lend credence to Leibowitz' report are startling. In 1987, he notes, basic networks such as CNN, ESPN and MTV combined were expected to earn as much on an operating basis as the three networks did in 1986—$250 million compared to $270 million. While revenues reported by the basic networks last year are substantially less than the broadcast networks'—$1.3 billion vs. $7 billion—the superior operating margins of the basics translate into nearly equal operating income for the two businesses.

Industry observers caution that Leibowitz is comparing one of the broadcasting industry's worst years to one of the cable industry's best. This year, in fact, Leibowitz projects that the three broadcast networks will have operating income of $600 million to $700 million, compared to $325 million to $350 million for the basic cable networks. Nevertheless, the overall trend is one in which the basic networks will continue gaining financial strength and value at the expense of the broadcast networks.

There are several themes in the basic networks' promising story:

- **Low cost structure**. CNN, for example, produces 24 hours of news each day on a $100 million annual budget. The broadcast networks each spend about $300 million on news divisions that receive a fraction of that air-time.
- **Cable networks control more of their own programming**. Because of the financial interest and syndication rules, the broadcast networks are heavily dependent on Hollywood for much of their material. As Herb Granath, president of Capital Cities/ABC Video Enterprises, said in a recent *CableVision* roundtable: "The broadcast industry is still the only industry that I know of where $8 billion to $10 billion is laid on the table and contracts are signed and product is produced before there is a dime of revenue in the pocket."
- **Healthy subscriber fees**. Rate cards are going up, and operators seem willing to increase their commitments to the basic networks.
- **Ad revenues are climbing**. Projections are for increases of at least 16 percent to 18 percent annually for the next five years.

Tom Freston, president of MTV Networks, says "the beauty of having two revenue streams is that the cable fees are predictable and stable. Advertising clearly has the upside, but it also has a downside. It's volatile."

The bottom line is that while the broadcast networks operate on 4 percent margins, the cable networks' margins are close to 20 percent.

The big question now is how much these profitable, valuable networks will be willing to spend on programming. Today, the difference between the programming commitments of the basic networks compared to the broadcasters is vast—$1.7 billion in 1987 compared to a projected $5 billion for the three networks. That gap is expected to close as the basic networks acquire and produce more valuable programming. ■

Basic, *from page S9*

Rocky Road vein, come this fall TBS will air old off-network warhorses *Laverne and Shirley* and *Alice*. In the fall of 1989 there will be additional sitcom purchases. Why? "They are less expensive and more efficient," says Hogan. This is not because of the company's current financial condition, he adds, just prudent and keen programming strategy. But TBS will continue to mix in first-run *Audobon*, *National Geographic Explorer* and Cousteau nature series, as well as running documentary specials like *Portrait of the Soviet Union*.

The decision to buy first-run programming should not be analyzed in a vacuum. For many programmers, off-net programs are still a staple that can push first-run shows as their lead-ins. As one industry expert says, off-net product gets viewers into the candy store. "It's easy to attract the audience's attention with the older shows," says USA's Joblin. Once they are in, you hope viewers sample the first-run programming as well.

Now, that type of sampling is happening more often. First-run shows like *Double Dare* or Lifetime's *Dr. Ruth Show* have developed their own following. Networks such as A&E see this kind of programming as the key to their future survival, not willing to give it up at any price. CBS, for instance, offered $2.5 million for A&E's series, *Pulaski*; A&E turned the offer down.

Still, for cable, nothing is automatic—not even high-priced, first-run, programming that everyone seems to want. Cable programmers merely are doing their own tightrope act. Says Orgel: "We ride the balance between providing as much first-run programming as possible and raising ratings, because there is no direct relationship between the window of a product and its viewership." ■

Top five regularly scheduled shows

A&E Network

1. *Victory at Sea* (Wednesdays, half hour 8 p.m.) - 2.5
   Churchill: The Valiant Years (Wednesdays, half hour, 8:30 p.m.) -2.5
2. *World War I* (Saturdays, half hour, 8 p.m.) - 1.4
   A&E Journeys (Mondays, hour, 8 p.m.) - 1.4
3. *A Walk through the 20th Century* (Wednesdays, hour, 10 p.m.) - 1.3

CBN

1. *Ironhorse* (Saturdays, hour, 1 p.m.) - 3.3
   Laredo (Saturdays, hour, 4 p.m.) - 3.3
   Alias Smith & Jones (Saturdays, hour, 2 p.m.) - 3.3
2. *Big Valley* (Saturdays, hour, 12 noon) - 3.2
   Gunsmoke (Saturdays, hour, 3 p.m.) - 3.2

The Discovery Channel

1. *Wonders of Western Australia* (Fridays, 1 hour, 9 p.m.) - 1.7
2. *World Alive* (Saturdays, half hour. 10 p.m.) - 1.5
   Animals of the Great Northwest (Mondays, half hour, 9 p.m.) - 1.5
   Orphans of the Wild (Mondays, half hour, 9:30 p.m.) - 1.5
3. *Small World* (Fridays, hour, 10 p.m.) - 1.4
   Wild Refuge (Tuesdays, half hour, 10:30 p.m.) - 1.4
4. *Lost Kingdoms* (Monday, half hour, 10 p.m.) - 1.3

ESPN

1. *Big Ten College Basketball* (Mondays, approx. 2 hours, 9 or 9:30 p.m.) - 3.2
2. *Big East College Basketball* (Mondays, approx. 2 hours, 7 or 7:30 p.m.) - 2.5
3. *NFL Gameday* (Sundays, half hour, 11:30 a.m.) - 2.3
4. *Budweiser Truck and Tractor Pulling* (Sundays, 1 hour, 3:30 p.m.) -2.2
5. *Top Rank Boxing* (Fridays, 2 hours, 9 p.m.) - 2.0

Lifetime

1. *Movie* (Saturdays, 2 hours, 5 p.m.) - 1.9
2. *Lady Blue* (Saturdays, hour, 3 p.m.) - 1.5
3. *Jack & Mike* (Saturdays, hour, 4 p.m.) - 1.2
4. *Kay O'Brien* (Saturdays, hour, 2 p.m.) - 1.1
5. *Movie* (Mon-Fri, 2 hours, 9 p.m.) - 1.0

MTV

1. *Club MTV* (Mon-Fri, half hour, 5:30 p.m., Mon-Thur, 11 p.m., Saturday 6:30 p.m.)
2. *Remote Control* (Mon-Fri, half hour, 12 noon & 7 p.m.)
3. *Top 20 Countdown* (Saturdays, half hour, 4 p.m., Fridays 8 p.m., Sundays 11 a.m.)

The Nashville Network

1. *Country Kitchen* (Saturdays, half hour, 10:30 a.m., 3, 7, 10 p.m.) - 3.4
2. *Nashville Now* (Mon-Fri, 90 min., 8 p.m.) - 3.1
   This Week In Country Music (Saturdays, half hour, 3:30, 7:30, 11:30 p.m.) -3.1
3. *Wish You Were Here* (Sundays, half hour, 1:30 a.m., 4:30, 9 p.m., 1 a.m.) - 2.9
4. *Bass Masters* (Sundays, half hour, 9:30 a.m., 1:30, 10 p.m.) - 2.7
5. *Grand Ole Opry Live* (Saturdays, half hour, 8:30 p.m.) - 2.5

Nick At Nite

1. *Car 54* (Mon-Fri, half hour, 10:30 p.m.)
2. *Laugh-In* (Mon-Fri, half hour, 10 p.m.)
3. *Mr. Ed* (Mon-Fri, half hour, 8:30 p.m.)

Nickelodeon

1. *Finders Keepers* (Mon-Fri, half hour, 6:30 p.m.) -2.5*
2. *Double Dare* (Mon-Fri, half hour, 7:30 p.m.) - 2.5*
3. *You Can't Do That On Television* (Mon-Fri, half hour, 4 & 7 p.m.) -2.0*

TBS

1. *Award Theater* (Sundays, 2 hours, 10:35 a.m.) - 4.9
2. *Championship Sports* (Saturdays, 2 hours, 6:05 p.m.) - 3.8
3. *Prime One Movie* (Mon-Sun, 2 hours, 8:05 p.m.) - 3.3
   NBA (Tues & Fri, 2 hours plus, 8:05 p.m.) - 3.3
4. *Andy Griffith* (Mon-Fri, half hour, 7:05 p.m.) - 3.2

USA Network

1. *Wrestling* (Mondays, 2 hours, 9 p.m.) - 3.6
2. *Wrestling* (Sundays, 1 hour, 12 noon) - 3.2
3. *Sunday Cartoon Express* (Sundays, 4 hours, 8 a.m.) - 2.5
   Tales of the Gold Monkey (Sundays, 1 hour, 6 p.m.) - 2.5
4. *Airwolf* (Mon-Fri, 1 hour, 7 p.m.) - 2.4
   The New Mike Hammer (Saturdays, 1 hour, 7 p.m.) - 2.4
5. *Airwolf* (Sundays, 1 hour, 5 p.m.) - 2.2
   Double Trouble (Saturday, half hour, 5 p.m.) - 2.2
   The Ray Bradbury Theatre (Saturdays, half hour, 10:30 p.m.) - 2.2

VH-1

1. *Story of Rock & Roll* (Saturday, half hour, 10:30 a.m.)
2. *Sunday Brunch* (Sundays, 4 hours, 9 a.m.)
3. *New Visions* (Sundays, 2 hours, 1 p.m.)

Ratings according to January Nielsen HomeVideo.
MTV Networks did not disclose ratings per episode. Nickelodeon ratings are industry estimates.

Basic cable ratings

January '88	24 hour				7am-1am				Prime (8pm-11pm)			
	1/88	1/87	4Q'87	4Q'86	1/88	1/87	4Q'87	4Q'86	1/88	1/87	4Q'87	4Q'86
ESPN (46.1 mn)	0.8 (368)	0.8 (328)	0.9 (380)	0.5 (216)	—	—	—	—	1.9 (876)	1.9 (781)	2.6 (1160)	1.4 (570)
CNN (44.0 mn)	0.7 (304)*	0.8 (353)*	0.9 (392)[a]	0.7 (266)*	0.8 (353)*	0.9 (347)*	1.0 (457)[a]	0.8 (308)*	1.2 (529)*	1.2 (462)*	1.3 (564)[a]	1.0 (416)*
WTBS (43.7 mn)	2.0 (874)*	1.7 (683)*	1.6 (684)	1.6 (620)	2.4 (1049)*	2.1 (844)*	2.0 (844)	2.0 (762)	3.2 (1398)*	2.7 (1085)*	2.6 (1128)	2.2 (860)
USA Network (41.6 mn)	1.0 (416)	0.9 (326)	0.9 (367)	0.8 (272)	1.3 (540)	1.1 (404)	1.2 (474)	1.0 (334)	1.9 (791)	1.2 (448)	1.6 (640)	1.3 (445)
MTV (39.8 mn)	0.5 (198)*	0.6 (198)*	0.6 (239)	0.6 (195)	0.6 (238)*	0.8 (265)*	—	—	0.7 (278)	0.8 (265)	—	—
Nickelodeon (38.2 mn)	—	—	0.9 (344)[b]	1.0 (303)[b]	—	—	—	—	—	—	—	—
CBN (38.2 mn)	0.5 (195)	0.7 (238)	0.5 (184)	0.9 (299)	0.6 (234)	0.9 (306)	0.7 (257)	1.1 (356)	0.5 (195)	0.9 (306)	0.6 (220)	1.0 (332)
The Nashville Network (37.2 mn)	—	—	—	—	0.6 (230)[c]	0.6 (179)[c]	0.6 (217)[c]	0.6 (165)[c]	1.3 (498)	1.3 (388)	1.3 (479)	1.1 (302)
Lifetime (35.4 mn)	—	—	—	—	0.5 (182)[d]	0.7 (198)[d]	0.4 (157)[d]	0.5 (144)[d]	1.0 (363)	0.8 (237)	0.7 (255)	0.7 (184)
Weather Channel (33.3 mn)	—	—	0.2 (56)	0.3 (58)	—	—	0.2 (64)	0.3 (68)	—	—	0.2 (65)	0.3 (59)
Nick At Nite (32.7 mn)	—	—	0.4 (131)[e]	0.4 (105)[e]	0.5 (166)*	—	—	—	0.8 (266)*	—	—	—
Arts & Entertainment (31.9 mn)	—	—	—	—	—	—	—	—	—	—	0.6 (198)	0.7 (163)
Headline News* (29.8 mn)	0.4 (119)	NA	0.9 (392)[a]	0.4 (91)	0.5 (149)	0.6 (136)	1.0 (457)[a]	0.4 (91)	0.4 (119)	0.7	1.3 (564)[a]	0.5 (113)
Discovery (28.4 mn)	—	—	—	—	0.5 (148)[f]	—	0.4 (106)[f]	—	1.0 (283)	—	0.7 (185)	—
VH-1 (24.8 mn)	—	—	0.3 (74)	—	—	—	—	—	—	—	—	—

Next to ratings in parenthesis are the households served in thousands. All data provided by each network except where noted. FNN would not disclose ratings—it is in approximately 27.3 million homes. All ratings are Nielsen HomeVideo Index.

* from industry sources
a = ratings are CNN/Headline combined
b = 7am - 8pm
c = 9am - 3am
d = 7:30am - 1am, Mon-Sat
e = 8pm - 7am
f = 9am - 3am

Basic programming

$10,000 Bingo
(303) 795-3288

P.O. Box 2311
Littleton, CO 80161
PARENT COMPANY:
World Wide Bingo
P.O. Box 2311
Littleton, CO 80161
PERSONNEL: Jack Hampton, President/CEO; Rich Ludvigsen, Exec VP/Mktg Director
TYPE OF SERVICE:
Basic Programming
PROGRAM HOURS: 30 mins per day
PROGRAM FORMAT: Home participation game show stripped Monday through Friday. Audience plays along by using playing cards from local participating sponsors, no cost, no purchase necessary.
SATELLITE: None
SUBSCRIBER INFORMATION:
Affiliates: 10
As of: 01/01/88
ADVERTISING:
Local Advertising Available
6mins/30mins

American Catalog Shopper's Net
(919) 869-0104

155 Northpoint Ave.
High Point, NC 27260
TYPE OF SERVICE:
Basic Programming
Shopping Network

America's Shopping Channel, Inc
(619) 258-1060

1919A Friendship Dr.
El Cajon, CA 92020
PERSONNEL: Roy Berlin, President; Richard Berlin, VP/Operations; Ellen Kalan, Director/Marketing
TYPE OF SERVICE:
Basic Programming
Shopping Network
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: Largest stand-alone home shopping service offering a wide variety of items such as: jewelry, household items, collectables and toys. Shoppers receive their items at convenient outlet locations which saves postage cost and enables examination of the merchandise before purchasing.
SUBSCRIBER INFORMATION:
Affiliates: 5
Subscribers: 1,000,000

A&E Cable Network

Arts & Entertainment
(212)-661-4500

555 Fifth Ave.
New York, NY 10017
PARENT COMPANY:
Hearst/ABC/NBC
55 Fifth Avenue
New York, NY 10017
PERSONNEL: Nickolas Davatzes, President/CEO; Seymour H. (Sy) Lesser, Senior VP, Chief Financial and Administrative Officer; Whitney Goit II, VP, Ad Sales & Mktg; Peter E. Hansen, VP Programming; Andrew H. Orgel, VP Affiliate Sales & Mktg; Mary Ann Zimmer, VP Legal & Business Affairs; Burt Berliner, Director, Public Relations; Christina Haselfeld, Manager of Publicity
REGIONAL OFFICES: 111 E. Wacker Drive, Suite 1404, Chicago, IL 60601 (312) 819-0191, David Boretti, Ad Sales, Randy McKey, Affiliate Sales; 5455 Wilshire Blvd., Suite 1715, Los Angeles, CA 90036 (213) 933-9600, Brian Litman, Affiliate Sales, Matthew Tombers, Ad Sales
TYPE OF SERVICE:
Basic Programming
PROGRAM HOURS: 24 hours
PROGRAM FORMAT:Quality entertainment, comedy, drama, documentaries and the performing arts.
SATELLITE: Satcom IIIR Tr. 24
SUBSCRIBER INFORMATION:
Affiliates: 2,500
As of: 01/01/88
Subscribers: 30,000,000
Price/sub: $.10/sub/mo
ADVERTISING:
Local Advertising Available
2 mins/hr
RATINGS:
4th Quarter 86 vs. 4th Quarter 87:
.7/.6
RATING SOURCE: Nielsen

American Christian Television System
(817) 737-3241

6350 W. Freeway
Fort Worth, TX 76150
PARENT COMPANY:
Southern Baptist Convention Radio & Television Commission
6350 W. Freeway
Ft. Worth, TX 76150
PERSONNEL: Jimmy R. Allen, President /CEO; Richard T. McCartney, CFO; Bill Nichols, President, ACTSCOM; Deborah Little, Promotion Manager; Michael Wright, VP Affiliate Relations
REGIONAL OFFICES: Western Region: Rod Moerer, P.O. Box 1119, Mt. Shasta, CA 96067 (916) 926-4320; Northeast Region: Don Smith, 324-7 Main Avenue, Suite 200, Norwalk, CT 06851 (203) 846-4555; Southwest Region: Jim Robinson, 6350 West Freeway, Fort Worth, TX 76150 (817) 737-3241; Southeast Region: W. Mark Snowden, P.O. Box 16188, Atlanta, GA 30321 (404) 477-5456
TYPE OF SERVICE:
Basic Programming
PROGRAM HOURS: 24 hrs
PROGRAM FORMAT: Family oriented entertainment and inspirational programming, 75% entertainment and information, 25% religious. Targeted to all mainline Christian denominations.
SATELLITE: Spacenet I Tr. 15
SUBSCRIBER INFORMATION:
Affiliates: 354
As of: 01/15/88
Subscribers: 6,400,000
ADVERTISING:
Local Advertising Available
1 min/hour

Alternate View Network
(318) 226-8776

500 Common St.
Shreveport, LA 71101
PERSONNEL: George Nelson Sr., Chairman; Dr. D.L. Dykes Jr., President; J. David Stone, Executive Director; Jack Easterwood, Chief Engineer; Rose Mary Miller, Executive Assistant
TYPE OF SERVICE:
Basic Programming
PROGRAM HOURS: 7:30am-1pm EST Sun
PROGRAM FORMAT: Ecumenical programming for protestant, Catholic and non-denominational, teaching how to make decisions, rather than telling them what decisions to make. Offers music, drama, information and inspiration for children, youth and adults. Some video teleconferencing
SATELLITE: Satcom 4 Tr. 10
SUBSCRIBER INFORMATION:
As of: 02/01/88
Subscribers: 3,000,000
Price/sub: Free

America's Value Network
(715) 874-5000

4777 Menard Dr.
Eau Claire, WI 54703
PARENT COMPANY:
Wholesale America Inc.
4777 Menard Dr.
Eau Claire, WI 54703
PERSONNEL: Ed Hutchings, Vice President; Joe Goldyn, Merchandising Manager
TYPE OF SERVICE:
Basic Programming
Shopping Network
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: Emphasis on home products and hardline merchandise. Small appliances, housewares, jewelry, collectables, toys, power tools, furniture items. Interviews with Hollywood stars and hourly weather reports
SATELLITE: Satcom 4 Tr. 5
SUBSCRIBER INFORMATION:
Affiliates: 54
As of: 02/01/88
Subscribers: 12,000,000
Price/sub: 10% commission
ADVERTISING:
Local Advertising Available
4mins/hr

BET
We're Coming On For You!

Black Entertainment Television
(202)-337-5260

1232 31st St. NW
Washington, DC 20007
PERSONNEL: Robert Johnson, President; Janis P. Thomas, VP Advertising; James Ebron, VP Sales; Rosalyn Shaw-Doaks, Manager, Affiliate Mktg
REGIONAL OFFICES: Louis Carr, 333 W. Wacker Dr., Suite 700, Chicago, IL 60606 (312)-444-2059; James Ebron, 1100 Avenue of the Americas, New York, NY 10036 (212)-512-5258
TYPE OF SERVICE:
Basic Programming
PROGRAM HOURS: 24 Hours
PROGRAM FORMAT: Black-oriented urban contemporary music video programs, sports, family entertainment, public affairs, classic movies and specials

C-SPAN

C-SPAN
(202)-737-3220

444 North Capitol St.
NW Suite 412
Washington, DC 20001
PARENT COMPANY:
C-Span
444 North Capitol St.
NW Suite 412
Washington, DC 20001
PERSONNEL: Brian P. Lamb, Chairman/CEO; Mike Michaelson, Exec VP; Rob Kennedy, VP Business Affairs; Susan Swain, VP Corp Communications; Lori McFarling, Western Region Mktg Rep; Kate Hampford, Director, Affiliate Mktg; Lori Fee, Barkley Kern, Affiliate Services Coordinators
TYPE OF SERVICE:
Basic Programming
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: Gavel-to-gavel proceedings of the U.S. House of Representatives plus other public affairs and events from the nation's capital and elsewhere.
SATELLITE: Galaxy III Tr. 24
SUBSCRIBER INFORMATION:
Affiliates: 2,850
As of: 01/01/88
Subscribers: 33,800,000
Price/sub: $.04

C-Span II
(202) 737-3220

444 North Capitol St. NW
Suite 412
Washington, DC 20001
PARENT COMPANY:
C-Span
444 North Capitol St. NW
Suite 412
Washington, DC 20001
PERSONNEL: Brain P. Lamb, Chairman; Mike Michaelson, Exec VP; Rob Kennedy, VP Business Affairs; Susan Swain, VP Corp Communications; Lori McFarling, Mktg. Rep./Western Region; Kate Hampford, Director/Affiliate Mktg; Lori Fee, Barkley Kern, Affiliate Services Coordinators
TYPE OF SERVICE:
Basic Programming
PROGRAM HOURS: 24 Hours
PROGRAM FORMAT: Live gavel-to-gavel coverage of the U.S. Senate plus other events selected on a daily basis
SATELLITE: Galaxy 3 Tr. 14
SUBSCRIBER INFORMATION:
Affiliates: 485
As of: 01/31/88
Subscribers: 12,800,000
Price/sub: $.04

CBN CABLE NETWORK

CBN Cable Network
(804) 424-7777

CBN Center
Virginia Beach, VA 23463
PARENT COMPANY:
Christian Broadcasting Network
CBN Center
Virginia Beach, VA 23463
PERSONNEL: Timothy Robertson, President & Chief Administrative Officer; Tom Robeberg, Sr VP & General Manager; Douglas Greenlaw, Vp Ad Sales; Dick Hammer, Acting Director Ad Sales; Doug Stuart, Acting Director Mktg; Craig Sherwood, Director Affiliate Relations
REGIONAL OFFICES: Stan Majkut, CBN Center, Virginia Beach, VA 23463 (804)424-7777; Clay Broudreaux, 2941 Terry Road, Suite P, Jackson, MS 39212 (601) 372-9474; Tim Larson, 10 Tower Office Park, Suite 305, Woburn, MA 01801 (617) 935-7177; Russ Breault, 1895 Phoenix Blvd., Suite 164, Atlanta, GA 30349 (404) 997-5704; Janelle Slipp, 4019 Westerly Place, Suite 109, Newport Beach, CA 92660 (714) 955-2870; Shirley Hill, 444 North Michigan Avenue, Suite 1000, Chicago, IL 60611 (312) 222-0043; Mark Solow, 1001 West Euless Blvd., Suite 112, Euless, TX 76040 (817) 540-3677; Howard Williams, CBN Cable Network, 2620 So. Parker Road, Suite 165, Aurora, CO 80014 (303) 671-9302
TYPE OF SERVICE:
Basic Programming
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: Family programming ranging from documentaries to the classics in comedy, westerns and movies. There are shows for women, home and health programs, children's fare, new specials and inspirational programs.
SATELLITE: Galaxy I Tr. 2, VideoCipher encrypted
SUBSCRIBER INFORMATION:
Affiliates: 7,903
As of: 01/12/88
Subscribers: 38,700,000
Price/sub: $.06/sub
ADVERTISING:
Local Advertising Available
2 mins/hr
RATINGS:
24 hours: .5
Primetime: .6
7am - 11pm: .7
Dec 86 vs. Dec 87: .9 (86)
4th quarter 86 vs 4th quarter 87: 1.0 (86)
RATING SOURCE: Nielsen

CVN-Cable Value Network
(612) 559-8000

1405 N. Xenium Lane North
Minneapolis, MN 55447
PERSONNEL: Theodore Deikel, Chairman; Mitchell R. Joelson, President
REGIONAL OFFICES: 5655 S. Yosemite, #105, Englewood, CO 80111 (303) 770-7740
TYPE OF SERVICE:
Basic Programming
Shopping Network
PROGRAM FORMAT: Brand name and other excellent consumer values presented through specially segmented and general programming.
SATELLITE: Galaxy 3 Tr. 9
SUBSCRIBER INFORMATION:
Affiliates: 1,500
Subscribers: 18,400,000

Cable News Network
(404) 827-1700

One CNN Center
P.O. Box 105366
Atlanta, GA 30348-5366
PARENT COMPANY:
Turner Broadcasting System Inc.
One CNN Center
Atlanta, GA 30348-5366
PERSONNEL: Burt Reinhardt, President/CEO; Alma Knott, CFO; John Barbera, Sr VP, TBS Sales; Ron Harris, VP Advertising & Promotion; Bob Rierson, Director Programming/CNN
REGIONAL OFFICES: One CNN Center, Box 105366, Atlanta, GA 30348-5366 (404) 827-1700; 303 E. Wacker Drive, Chicago, IL 60601 (312) 565-1717; K's Advertising, 109 N. Goliad, Rockwell, TX 75087 (214) 226-4948; 600 Ren-Cen, Suite 1920, Detroit, MI 48243 (313) 259-4622; 25-28 Old Burlington St., London, W1X 1LB, London, U.K. 44-1-434-9323; 1875 Century Park East, Suite 320, Los Angeles, CA 90067 (213) 553-9320; 6 East 43rd Street, 8th Floor, New York, NY 10017 (212) 692-6900
TYPE OF SERVICE:
Basic Programming
PROGRAM HOURS: 24 hours
PROGRAM FORMAT:Live news coverage plus diverse features including health, fashion, entertainment, sports, news & weather
SATELLITE: Galaxy I Tr. 7, VideoCipher encrypted
SUBSCRIBER INFORMATION:
Affiliates: 7,900
As of: 12/01/87
Subscribers: 43,400,000
RATINGS:
Dec 86 vs. Dec 87: .7/.6
4th quarter 86 vs 4th quarter 87: .7/.6
RATING SOURCE: Nielsen

Country Music Television
(615)255-8836

704 18th Ave. South
Nashville, TN 37203
PARENT COMPANY:
Private Investors
PERSONNEL: James W. Guercio, Chairman; Stan Hitchcock, Sr VP; Nan Olson, Ad Director; Rene Ray, Director Affiliate Relations
TYPE OF SERVICE:
Basic Programming
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: Country music videos interspersed with interview clips of favorite artists.
SATELLITE: Galaxy I Tr. 13
SUBSCRIBER INFORMATION:
Affiliates: 602
As of: 01/01/88
Subscribers: 6,800,000
ADVERTISING:
Local Advertising Available
3 mins/hr

Discovery Channel, The
(301) 577-1999

8201 Corporate Dr. NE
Suite 1200
Landover, MD 20785
PERSONNEL: John S. Hendricks, Chairman/CEO; Ruth L. Otte, President/COO; Kathy Clinton, Sr VP Ad Sales; Suzanne Hayes, Sr VP Program Acquisitions; Sandy McGovern, Sr VP Affiliate Sales; Greg Moyer, Vp Mktg & Communications; Clark Bunting, Vp Program Acquisitions; Greg Durig, Vp Finance; Judith McHale, Vp General Counsel; Michael DuMonceau, VP Program Operations; Denise Baddour, Director Communications
REGIONAL OFFICES: 18 East 48th St. 21st Floor, New York, NY 10017 (212) 751-2120
TYPE OF SERVICE:
Basic Programming
PROGRAM HOURS: 18hrs 9am-3pm EST
PROGRAM FORMAT: Entertaining documentaries in the fields of science and technology, nature, world exploration, human adventure and history.
SATELLITE: Galaxy I Tr. 22
SUBSCRIBER INFORMATION:
Affiliates: 2,700
As of: 12/31/87
Subscribers: 27,500,000
Price/sub: varies
ADVERTISING:
Local Advertising Available
2 mins/hr
RATINGS:
24 hours: .4
Primetime: .7

ESPN
(203)-585-2000

ESPN Plaza
Bristol, CT 06010
PARENT COMPANY:
Capital Cities/ABC (80%)
RJR Nabisco (20%)

PERSONNEL: J. William Grimes, President/CEO; Roger L. Werner, Exec VP; Steven M. Bornstein, Sr VP Programming & Production; Andrew P. Brilliant, Sr. VP Business & Legal Affairs; John S. Bonanni, Vp Ad Sales; Rosa M. Gatti, VP Communications; William P. Ketcham, Vp Consumer Mktg; Loren E. Matthews, VP Programming; C. Dana Redman, Vp Research & Measurement; Reginald R. Thomas, Vp Operations & Engineering; E. Roger Williams, Vp Affiliate Mktg
REGIONAL OFFICES: Rocky Mountain: 5445 DTC Parkway, The Quadrant, Suite P-8 Englewood, CO 80111(303) 740-8940; Northeast and Southeast: ESPN Plaza, Bristol, CT 06010 (203) 585-2000; Midwest: 303 East Wacker Drive Suite 400 Chicago, IL 60601 (312) 938-4200; South Central and Western: 9665 Wilshire Blvd. Suite 800 Beverly Hills, CA 90212 (213) 205-8900.
TYPE OF SERVICE:
Basic Programming
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: Professional, collegiate and amateur sports along with sports news and information. The schedule also includes a morning

business news program.
SATELLITE: Galaxy I Tr. 9 and Satcom IIIR Tr. 7
SUBSCRIBER INFORMATION:
Affiliates: 18,936
As of: 01/01/88
Subscribers: 46,100,000
Price/sub: $.28
ADVERTISING:
Local Advertising Available
2 mins/hr
RATINGS:
24 hours: .8
Primetime: 1.9
Dec 86 v% Dec 87: .6 .9 1.4 3.4
RATING SOURCE: Nielsen

EWTN
CATHOLIC CABLE NETWORK

Eternal Word Television Network
(205) 956-9537

5817 Old Leeds Road
Birmingham, AL 35210
PERSONNEL: Mother Mary Angelica, Chairman; R. William Steltemeier Jr., President; Matt Scalici, Sr VP Engineering & Sat. Oper.; Virginia Dominick Kelly, Exec VP; Chris Harrington, Sr VP Operations/Production; Maynell Ford, Sr VP/Mktg; Richard Stephen, Sr VP/Programming; Dee Park, Public Relations Manager; Nancy Gilmore, Affiliate Relations Manager; Mary Ann Lollar, Edward Morrow, Mktg Reps
TYPE OF SERVICE:
Basic Programming
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: Christian programming with a Catholic point of view. Quality family programming, 50% of which is produced at EWTN. Programming includes weekly series on Catholic teaching, Bible study guides, children's specials and Christian music videos.
SATELLITE: Galaxy 3 Tr. 10
SUBSCRIBER INFORMATION:
Affiliates: 396
As of: 01/01/88
Subscribers: 8,500,000

FNN
Financial News Network

Financial News Network
(213)-450-2412

2525 Ocean Park Blvd.
Santa Monica, CA 90405
PARENT COMPANY:
Infotechnology Inc.
320 Park Avenue
New York, NY 10022
PERSONNEL: Dr. Earl W. Brian, Chairman; David L. Meister, President; Michael Wheeler, Exec VP, General Manager; C. Steven Bolen, CFO/Sr VP Finance & Admin.; A. Scott Hults, President/Infomedia; Richard Stone, Sr VP Distribution; Ed Berenhaus, VP Advertising & Promotion; Tom Lucas, VP Mktg
REGIONAL OFFICES: George Monaster, FNN, 320 Park Avenue, New York, NY 10022, (212) 758-9009; John Fagan, FNN, 435 N. Michigan Ave., Chicago, IL 60611, (312) 670-0255; Bill Schweizer, FNN, 2525 Ocean Park Blvd., Santa Monica, CA 90405, (213) 450-2412; Jeanne Wigard, Infomedia, 320 Park Avenue, New York, NY 10022, (212) 888-7327; Larry Grossman, Infomedia, 435 N. Michigan Ave., Chicago, IL 60611, (312) 670-0255; Dale Hopkins, Infomedia, 1642 Westwood Blvd., #202, Los Angeles, CA 90024, (213) 474-3332
TYPE OF SERVICE:
Basic Programming
PROGRAM HOURS: Weekdays 6am-8pm EST
PROGRAM FORMAT: Live business and financial news and trends including reports on all major stock, commodity, and option exchanges. Interviews with economists and analysts. NYSE, AMEX, and exclusive NASDAQ ticker crawls.
SATELLITE: Satcom IIIR Tr. 4
SUBSCRIBER INFORMATION:
Affiliates: 1,900
As of: 02/09/88
Subscribers: 29,000,000
Price/sub: $.075-$.10
ADVERTISING:
Local Advertising Available
2mins/hr

TelShop
ON FINANCIAL NEWS NETWORK

FNN:Telshop
(212) 758-9009

645 Madison Ave.
New York, NY 10022
PARENT COMPANY:
Infotechnology Inc.
600 Madison Ave.
New York, NY 10022
PERSONNEL: Dr. Earl Brian, Chairman; David Meister, President; C. Steven Bolen, CFO; John Berentson, Exec. VP & General Manager; Ed Berenhaus, VP Advertising & Promotion; Richard Stone, Senior VP Distribution
REGIONAL OFFICES: George Monaster, FNN, 645 Madison Ave., New York, NY 10022, (212) 758-9009 (new address 4/1/88: 320 Park Avenue, New York, NY 10022); John Fagan, FNN, 435 N. Michigan Ave., Chicago, IL 60611, (312) 670-0255; Bill Schweizer, FNN 2525 Ocean Park Blvd., Santa Monica, CA 90405, (213) 450-2412
TYPE OF SERVICE:
Basic Programming
Shopping Network
PROGRAM HOURS: Varies, 2am-6pm-12mid
PROGRAM FORMAT: Quality brand name merchandise at guaranteed lowest prices.
SATELLITE: Satcom IIIR & Satcom 4
SUBSCRIBER INFORMATION:
Affiliates: 950
As of: 02/09/88
Subscribers: 12,000,000
Price/sub: 6%-10% commission

Family Guide Network
(215) 887-7010

Suite A-1 Fox Pavillion
Jenkintown, PA 19046
PARENT COMPANY:
Family Guide Network
Suite A-1 Fox Pavillion
Jenkintown, PA 19046
PERSONNEL: Kevin Harrington, Chairman/President; Harry Birnbohn, Sales Mgr.; Don Decinque, VP
TYPE OF SERVICE:
Basic Programming
PROGRAM HOURS: 3-9 EST
PROGRAM FORMAT: Audience response programming; life enhancement & motivation
SATELLITE: Satcom IV Tr. 9
ADVERTISING:
Local Advertising Available
2 mins/hr

THE Fashion CHANNEL

Fashion Channel, The
(213)-835-5533

22351 South Wilmington
Carson, CA 90745
PERSONNEL: Charles Gee, Chairman CEO/President; Mark Klein, CFO; Dana Durborow, Affiliate Markting Manager; Bridget Baker, Affiliate Sales
REGIONAL OFFICES: Eastern Region: 2300 Computer Avenue, Suite I-46, Willow Grove, PA 19090, (215) 657-2005, FAX# (215) 657-3083; Western Region: 22351 S. Wilmington Ave., Carson, CA 90745, (203) 835-5533, FAX# (213) 513-2105
TYPE OF SERVICE:

Basic Programming
Shopping Network
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: Video shopping service offering name-brand, first quality clothing and accessories for the entire family at popular prices.
SATELLITE: Satcom 4 Tr. 14
SUBSCRIBER INFORMATION:
Affiliates: 696
As of: 01/13/88
Subscribers: 9,000,000

Galavisión
THE PREMIUM ENTERTAINMENT CABLE SERVICE IN SPANISH

GalaVision
(213) 859-0066

9200 Sunset Blvd.
Suite 1105
Los Angeles, CA 90069
PARENT COMPANY:
UniVision
9200 Sunset Blvd.
Suite 1100
Los Angeles, CA 90069
PERSONNEL: Barrett Berry, VP & General Manager; Eddie Domingeuz, Mktg Director; John Figueroa, Western Region Sales & Mktg
REGIONAL OFFICES: Western Region: Los Angeles, Daniel Huertas, Executive Director, (213) 859-0066; Central Region: Dallas, Vera Gonzales and Priscilla Hayes, (214) 980-7773; Eastern Region: New York, John Ruiz, Regional Manager, (212) 502-1300.
TYPE OF SERVICE:
Basic Programming
PROGRAM HOURS: 24 hours
PROGRAM FORMAT:Quality programs for Spanish audience
SATELLITE: Galaxy I Tr. 20
SUBSCRIBER INFORMATION:
Affiliates: 300
As of: 01/01/88
Subscribers: 1,000,000
Price/sub: varies
ADVERTISING:
Local Advertising Available

HSN℠

Home Shopping Network 1
(813) 572-8585

P.O. Box 9090
Clearwater, FL 34618
PARENT COMPANY:
Home Shopping Network Inc.
P.O. Box 9090
Clearwater, FL 34618
PERSONNEL: Roy M. Speer, Chairman/CEO; Lowell W. Paxson, President; Les Wandler, CFO; Richard Wexler, Director of Sales; Scott B. Campbell, Sr VP Mktg & Sales; W. Alex Job, Director
REGIONAL OFFICES: 3833 Ebony St., Ontario, CA 91761, Dotty Ewing; 4255 Westbrook Dr., Aurora, IL 60507, Larry Smith.
TYPE OF SERVICE:
Basic Programming
Shopping Network
PROGRAM HOURS: 24 hrs
PROGRAM FORMAT: Electronic discount retailer that broadcasts live nationwide 24 hours a day, 7 days a week.
SATELLITE: Galaxy 3 Tr. 8 & Satcom IIIR Tr. 22
SUBSCRIBER INFORMATION:
Subscribers: 13,300,000
Price/sub: 5% commission

Home Shopping Network 2
(813) 572-8585

P.O. Box 9090
Clearwater, FL 34618
PARENT COMPANY:
Home Shopping Network Inc.
P.O. Box 9090
Clearwater, FL 34618
PERSONNEL: Roy M. Speer, Chairman/CEO; Lowell W. Paxson, President; Les Wandler, CFO; Richard Wexler, Director Sales; Scott B. Campbell, Sr VP Mktg & Sales; W. Alex Job, Director
REGIONAL OFFICES: 3833 Ebony St., Ontario, CA 91761, Dotty Ewing; 4255 Westbrook Dr., Aurora, IL 60507, Larry Smith.
TYPE OF SERVICE:
Basic Programming
Shopping Network
PROGRAM HOURS: 24 hrs
SATELLITE: Satcom 4 Tr. 1
SUBSCRIBER INFORMATION:
Subscribers: 4,400,000
Price/sub: 5% commission
ADVERTISING:
Local Advertising Available

HEADLINE NEWS

Headline News
(404) 827-1700

One CNN Center
Atlanta, GA 30348-5366
PARENT COMPANY:
Turner Broadcasting System Inc
One CNN Center
Atlanta, GA 30348-5366
PERSONNEL: Burt Reinhardt, CEO; Alma Knott, CFO; Paul Amos, VP; Bob Rierson, Director Programming/CNN; John Barbera, Sr VP TBS Sales; Ron Harris, VP Advertising & Promotion
REGIONAL OFFICES: One CNN Center, Box 105366, Atlanta, GA 30348-5366 (404) 827-1700; 303 E. Wacker Drive, Chicago, IL 60601 (312) 565-1717; K's Advertising, 109 N. Goliad, Rockwell, TX 75087 (214) 226-4948; 600 Ren-Cen, Suite 1920, Detroit, MI 48243 (313) 259-4622; 25-28 Old Burlington St., London, W1X 1LB, London, U.K. 44-1-434-9323; 1875 Century Park East, Suite 320, Los Angeles, CA 90067 (213) 553-9320; 6 East 43rd Street, 8th Floor, New York, NY 10017 (212) 692-6900
TYPE OF SERVICE:
Basic Programming
PROGRAM HOURS: 24 hours
SATELLITE: Galaxy 1 Tr. 8, VideoCipher encrypted
SUBSCRIBER INFORMATION:
Affiliates: 2,800
As of: 12/01/87
Subscribers: 30,000,000
ADVERTISING:
Local Advertising Available
RATING SOURCE: Nielsen

Heart of the Nation
(818)-848-5800

PO Box 7851
2525 N. Naomi Street
Burbank, CA 91504
PARENT COMPANY:
Santa Fe Communications
2525 N. Naomi Street
Burbank, CA 91504
PERSONNEL: Ray Srager, President; Mary Jane Hopkins, Ad Sales & Mktg/Affiliate Relations
TYPE OF SERVICE:
PROGRAM HOURS: 30 mins/day, 6 days/wk
PROGRAM FORMAT:Series of daily programs consisting of Forum, A New Beginning, Search and Innervision.
SATELLITE: Syndicated
SUBSCRIBER INFORMATION:
Affiliates: 600
As of: 02/08/88

Hospital Satellite Network
(213)-277-6710

2020 Avenue of the Stars
Suite 550
Los Angeles, CA 90067
PARENT COMPANY:
Pimark Corp.
8251 Greensboro Dr.
McLean, VA 22102
PERSONNEL: Peter Feeney, President; Bart Penfold, VP Mktg/Sales
TYPE OF SERVICE:
Basic Programming
PROGRAM HOURS: 24 Hours
PROGRAM FORMAT:Programming for

health care professionals continuing education. Patient information, education and a special service (Patient America), featuring entertainment and good health education.
SATELLITE: Spacenet 1, GStar 1 Tr. 13, VideoCipher encrypted
SUBSCRIBER INFORMATION:
Affiliates: 830
As of: 02/01/88

International Television Network
(212) 935-7080

645 Fifth Avenue
Hamilton Ste. 3rd FL
New York, NY 10022
PARENT COMPANY:
World Television
645 Fifth Avenue
Hamilton Suite 3rd Floor
New York,, NY 10022
PERSONNEL: Carl Sabitino, Chairman/CEO/President
TYPE OF SERVICE:
Basic Programming
PROGRAM HOURS: 12:30am-8:30am EST
PROGRAM FORMAT:International programming with subtitles, sporting events, music events, series & movies.
SATELLITE: Westar 4 Tr. 10D
SUBSCRIBER INFORMATION:
Affiliates: 65
As of: 01/20/88

KTVT
(918) 665-6690

WATS(National). . . .(800) 331-4806
3801 S. Sheridan.
Tulsa, OK 74145
PARENT COMPANY:
United Video Inc.
3801 S. Sheridan
Tulsa, OK 74145
PERSONNEL: Lawrence Flinn Jr., Chairman; Roy L. Bliss, CEO; David W. Wheaton, CFO; Anne Wilkerson, General Manager Video Mktg/Sales; Sandy Neuzil, Sales Manager; Jeffrey C. Treeman, Sr VP Mktg/Sales; John Hawkins, Manager Advertising & Promotion; Diane Wells, Affiliate Programs Supervisor
TYPE OF SERVICE:
Basic Programming
Regional Entertainment
PROGRAM HOURS: 24 hours
PROGRAM FORMAT:Texas Rangers baseball, comedy, adventure and movie favorites.
SATELLITE: Satcom F1R, VideoCipher encrypted
SUBSCRIBER INFORMATION:
Affiliates: 415
As of: 12/31/87
Subscribers: 3,537,072
Price/sub: $.15

Kids Information Network
(714)-998-0573

WATS(National). . . .(800) KIDS-TV2
6201 Sunset Blvd. Suite 30
Hollywood, CA 90028
PERSONNEL: Jay Eckstein, Chairman; Harriet Aratin, Vice President
TYPE OF SERVICE:
Basic Programming
PROGRAM FORMAT: 24 hour cable network dedicated to finding missing children and adults, offered free. Also, follow-up stories; reunions and parent guidance features on child safety with local authorities and celebrities.
SATELLITE: Satcom IR
SUBSCRIBER INFORMATION:
As of: 01/01/88
Subscribers: 800,000
ADVERTISING:
Local Advertising Available
21/2 mins/hr

Learning Channel, The
(703) 276-0881

WATS(National). . . .(800) 346-0032
1525 Wilson Blvd
Suite 550
Roslyn, VA 22209
PARENT COMPANY:
Infotechnology/FNN
600 Madison Avenue
New York, NY 10022
PERSONNEL: Dr. Harold E. Morse, Chairman/CEO; Robert J. Shuman, President/COO; Henry E. Schlenker, Sr VP/CFO; Robert J. Sestili, VP Programming; John M. McLaurin, Mktg Director; Ferne Barrow, Promotions Manager; Patricia MacEwan, Manager Affiliate Relations
REGIONAL OFFICES: 184 Commonwealth Avenue, Mount Vernon, NY 10552 (914) 667-5598; 38 Miller Avenue, Mill Valley, CA 94941 (415) 388-4852
TYPE OF SERVICE:
Basic Programming
PROGRAM HOURS: 6am-2am daily
PROGRAM FORMAT: Educational, informational and enriching programming. ACE Award-winning "Independent" series.
SATELLITE: Satcom IIIR Tr. 2
SUBSCRIBER INFORMATION:
Affiliates: 930
As of: 01/31/88
Subscribers: 11,000,000
Price/sub: $.05
ADVERTISING:
Local Advertising Available

Liberty Broadcasting Network
(804) 845-4112

WATS(National). . . .(804)-845-4146
2220 Langhorne Plaza
Lynchburg, VA 24514
PERSONNEL: Jerry C. Nims, Chairman; Warren Marcus, President; Steven L. Fravel, VP Network Operations; Charles W. Elder, Director Programming; Jerry Whitehurst, Affiliate Mktg/Program Director; David Lewis, Director Network Mktg; Milton Ridgeway, Manager Engineering
TYPE OF SERVICE:
Basic Programming
PROGRAM FORMAT: Inspirational, information, entertainment, sports, non-denominational religious, general information, news, sports programming, including football and basketball.
SATELLITE: Satcom 4 Tr. 7
SUBSCRIBER INFORMATION:
Affiliates: 40
As of: 12/31/87
Subscribers: 1,040,000

Lifetime
(212)-713-6400

1211 Avenue Of The Americas
New York, NY 10019
PARENT COMPANY: Hearst/ABC-Viacom Entertainment Services, 1211 Avenue of the Americas, New York, NY 10036
PERSONNEL: Thomas F. Burchill, President/CEO; Seymour Kaplan, VP Affiliate Relations; Peter Brickman, VP Network Productions & Operations; James R. Ganley, VP/CFO; Charles B. Gingold, VP Programming; Barry Kresch, VP Research; Douglas W. McCormick, VP Sales; Laurence E. Rebich, VP Mktg; Margaret Sandwick, VP Public Affairs; Jane Tollinger, VP Business and Legal Affairs
REGIONAL OFFICES: The Centrum, 3575 Cahuenga Blvd. West, Los Angeles, CA 90068, (213)-850-0373; 75 E. Wacher Drive, Suite 500, Chicago, IL 60601, (312)-782-5900; 12860 Hillcrest Road, Suite 229, Dallas TX 75230, (214)-960-0271
TYPE OF SERVICE:
Basic Programming
PROGRAM FORMAT: Contemporary, innovative programming of special

interest to women, with exciting dramatic series and feature films. Weekends feature medical programming.
SATELLITE: Satcom IIIR Tr. 17
SUBSCRIBER INFORMATION:
Affiliates: 3,500
As of: 1/1/88
Subscribers: 34,000,000
ADVERTISING:
Local Advertising Available
2 mins/hr

MUSIC TELEVISION

Music Television (MTV) (212)-713-6888

1775 Broadway
New York, NY 10019
PARENT COMPANY:
Viacom International Inc.
1211 Avenue of the Americas
New York, NY 10036
PERSONNEL: Tom Freston, President/CEO; Douglas Greenlaw, Sr VP Advertising Sales; Robert J. Friedman, Sr. VP Mktg & Promotion; John Shaker, Sr VP/Eastern Div Affiliate Sales; Mark Rosenthal, Sr. VP Western Div Affiliate Sales
REGIONAL OFFICES: Eastern Region: Howard Smith, 1133 Avenue of the Americas, 28th Floor, New York, NY 10036, (212) 944-4041; Southeastern Region: Kris Bagwell, 1800 Century Blvd., Suite 280, Atlanta, GA 30345, (404) 320-6808; Central Region: Patty Brennan, 303 E. Wacker Drive, Suite 428, Chicago, IL 60601, (312) 565-2300; Western Region: Roberta Koz, 10 Universal City Plaza, 30th Floor, Universal City, CA 91608, (818) 505-7800
TYPE OF SERVICE:
Basic Programming
PROGRAM HOURS: 24 hrs
PROGRAM FORMAT: Music video music network in stereo, zany and irreverent, reflecting the cutting edge spirit of rock'n roll. VJ's, music news, promotions, interviews, concert tour information, specials and documentaries
SATELLITE: Galaxy III Tr. 17, VideoCipher encrypted
SUBSCRIBER INFORMATION:
Affiliates: 4,590
As of: 12/31/87
Subscribers: 39,400,000
ADVERTISING:
Local Advertising Available
2 mins/hr

Mind Extension University (303) 792-3111

WATS(National). . . .(800) 777-MIND
9697 E Mineral Ave.
Englewood, CO 80112
PARENT COMPANY:
Jones International Ltd.
9697 E Mineral Ave.
Englewood, CO 80112
PERSONNEL: Glenn R. Jones, Chairman; James J. Krejci, Group VP; Donald A. Sutton, Exec Director; Lucy A. Strupp, Creative Services Director
TYPE OF SERVICE:
Basic Programming
PROGRAM HOURS: 4am-7am EST
PROGRAM FORMAT:Educational service offering bachelor degree-level college credit courses
SATELLITE: Galaxy 3 Tr. 11
SUBSCRIBER INFORMATION:
Affiliates: 5
As of: 02/11/88
Subscribers: 5,600,000
Price/sub: free

Motivation Network, The (804) 420-4637

808 Live Oak Dr.
Chesapeake, VA 23320
PARENT COMPANY:
RCN
808 Live Oak Dr.
Chesapeake, VA 23320
PERSONNEL: Anne Gimenez, President; Lori C. Slough, Mktg Director
TYPE OF SERVICE:
Basic Programming
PROGRAM HOURS: 6am-1am EST
PROGRAM FORMAT:Predominantly original motivational, inspirational and music programming
SATELLITE: Satcom 4 Tr. 3
SUBSCRIBER INFORMATION:
Affiliates: 12
As of: 02/01/88
Subscribers: 310,000
Price/sub: Free

MOVIE TIME

Movietime (213) 461-5511

1034 Seward St.
Hollywood, CA 90038
PERSONNEL: Alan Mruvka, Chairman; Larry Namer, President; Brian Owens, VP Programming
REGIONAL OFFICES: Mike Sobel, 245 East 58th St. Suite 4-F, New York, NY 10022 (212) 223-1156
TYPE OF SERVICE:
Basic Programming
PROGRAM HOURS: 24 hours
PROGRAM FORMAT:Featuring current movies, previews of upcoming pay and basic cable programs. Entertainment news, interviews with celebrities and directors
SATELLITE: Satcom 4 Tr. 17
SUBSCRIBER INFORMATION:
Price/sub: free
ADVERTISING:
Local Advertising Available
2 mins/hr

National Christian Network (501) 787-6026

WATS(National). . . .(800) 643-4645
P. O. Box 416
Gravette, AR 72736-0416
PARENT COMPANY:
Soldiers of the Cross
P.O. Box 416
Gravette, AR 72736-0416
PERSONNEL: Pastor Arnold Murray, Chairman; Martha Sweeter, CFO; Ray Kassis, President/Mktg
TYPE OF SERVICE:
Basic Programming
PROGRAM HOURS: 24 hours a day
PROGRAM FORMAT:Bible teaching with question & answer sessions. Some evangelical programming
SATELLITE: Westar 4 Tr. 6
SUBSCRIBER INFORMATION:
Price/sub: free

THE NASHVILLE NETWORK
AMERICA'S COUNTRY HOME

Nashville Network, The (615) 889-6840

2806 Opryland Drive
Nashville, TN 37214
PARENT COMPANY:
Westinghouse Electric Co.
6 Gateway Center
Westinghouse Bldg.
Pittsburgh, PA 15222
PERSONNEL: Tom Griscom, Sr VP Broadcasting, Opryland USA; David Hall, VP/General Manager; Paul Corbin, Director, Programming; Peter Weisbard, VP Sales, GWSC; Kathleen Canavan, VP Marketing, GWSC; Roy Mehlman, VP Affiliate Relations,GWSC
REGIONAL OFFICES: Charles Theiss, 90 Park Avenue, New York, NY 10016 (212) 557-6550; Walter Bodkin, Suite 420, 625 North Michigan Ave., Chicago, IL 60611 (312) 454-7090; Bob Van Cleave, Suite 243, Greenfield Avenue,

Oak Park, MI 48237 (313) 968-1340; John Milne, Suite 1150, 6420 Wilshire Blvd., Los Angeles, CA 90048 (213) 722-6275.
TYPE OF SERVICE:
Basic Programming
PROGRAM HOURS: 9am-3am EST
PROGRAM FORMAT: Original concert specials, exclusive sports coverage, high quality entertainment news and interviews, information, live variety, and classic western movies.
SATELLITE: Galaxy I Tr. 2
SUBSCRIBER INFORMATION:
Affiliates: 6,320
As of: 12/31/87
Subscribers: 38,000,000
Price/sub: $.10
ADVERTISING:
Local Advertising Available
RATINGS:
24 hours: .6
Primetime: 1.3
7am-11pm: .6
Dec 86 vs. Dec 87: .7/.6

National Shopping Club (305)-291-6706

4613 Parkway Commerce Blvd.
P.O. Box 2801
Orlando, FL 32808
PERSONNEL: Greg Johnson, President; Stan Osborne, Exec VP; Jerry Chernak, Exec Producer
TYPE OF SERVICE:
Basic Programming
Shopping Network
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: Classic movies from the 1930's, 40's and 50's. Nostalgia television series. "How to" fishing and golf. "National Movie Review," a review of new box office releases and "National Home MovieReview," review of new releases for home videos. Two to three hours of home shopping daily between regular programming.
SATELLITE: Galaxy III Tr. 23
SUBSCRIBER INFORMATION:
Affiliates: 65
As of: 10/01/87
Subscribers: 1,500,000
Price/sub: free
ADVERTISING:
Local Advertising Available
2-4 mins/hr

New Jazz TV (303)-426-4703

P.O. Box 723
Ft. Collins, CO 80522
PERSONNEL: William Smith, President; Kurt Stocker, Sales Manager
TYPE OF SERVICE:
Basic Programming
PROGRAM HOURS: 12am-6am daily MST
PROGRAM FORMAT: Point of purchase programming, new age and jazz videos.
SATELLITE: Satcom F1R Tr. 12
SUBSCRIBER INFORMATION:
Affiliates: 80
As of: 02/01/88
Subscribers: 1,000,000
Price/sub: free
ADVERTISING:
Local Advertising Available
2 mins/hr

Nickelodeon/Nick at Nite (212)-713-6425

1775 Broadway
New York, NY 10019
PARENT COMPANY:
Viacom International Inc.
1211 Avenue of the Americas
New York, NY 10036
PERSONNEL: Tom Freston, President/CEO; Douglas Greenlaw, Sr VP Ad Sales; Robert J. Friedman, Sr VP Mktg & Promotion; John Shaker, Sr VP Eastern Div Affiliate Sales; Mark Rosenthal, Sr VP Western Div Affiliate Sales
REGIONAL OFFICES: Eastern Region: Howard Smith, 1133 Avenue of the Americas, 28th Floor, New York, NY 10036, (212) 944-4041; Southeastern Region: Kris Bagwell, 1800 Century Blvd., Suite 280, Atlanta, GA 30345, (404) 320-6808; Central Region: Patty Brennan, 303 E. Wacker Drive, Suite 428, Chicago, IL 60601, (312) 565-2300; Western Region: Roberta Koz, 10 Universal City Plaza, 30th Floor, Universal City, CA 91608, (818) 505-7800
TYPE OF SERVICE:
Basic Programming
PROGRAM HOURS: 24 hrs
PROGRAM
FORMAT: NICKELODEON offers a wide array of childre 's programming including animated series, comedy, adventure, rock music and magazine shows. NICK at NITE offers vintage TV shows for young adults
SATELLITE: Galaxy III Tr. 19 & Tr. 22, VideoCipher encrypted
SUBSCRIBER INFORMATION:
Affiliates: 8,845
As of: 12/31/87
Subscribers: 37,900,000
ADVERTISING:
Local Advertising Available
1 & 2 mins/hr

Nostalgia Channel, The (212)-463-7740

71 W 23rd Street
Suite 502
New York, NY 10010
PARENT COMPANY:
The Nostalgia Network Inc.
71 W 23rd Street Suite 502
New York, NY 10010
PERSONNEL: Robert Weisberg, Managing Director; Donald (Chip) Harwood, VP Sales, Western Region; Nick Gentile, VP Sales, Eastern Region; Lori Meyers, Creative Services Mgr; Katherine Frink, Affiliate Relations
REGIONAL OFFICES: 2144 Royal Lane, Suite 150, Dallas, Texas 75229 (214) 243-0877
Orlando: (305) 862-7414
San Francisco: (415) 589-5246
Long Island: (516) 366-1781
TYPE OF SERVICE:
Basic Programming
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: Programs targeted to age 45 + audience. Featuring over 90 movies per month from 1930's-1960's, 60% classic films and 40% programming variety from the past.
SATELLITE: Satcom 4 Tr. 21
SUBSCRIBER INFORMATION:
Affiliates: 300
As of: 01/31/88
Subscribers: 3,000,000
ADVERTISING:
Local Advertising Available
2mins/2hrs

PTL: The Inspirational Network (704) 542-6000

Heritage USA WOC Building
Highway 21
Fort Mill, SC 29715
PARENT COMPANY:
Heritage Village Church & Missionary Fellowship
Highway 21
Fort Mill, SC 29715

PERSONNEL: Dr. David Clark, CEO; John F. McEntee, Dir, Cable Mktg; Lee Walters, Midwest Affiliate; Jim Bell, SE Affiliate; Willie Torrey, Great Lakes Affiliate
TYPE OF SERVICE:
Basic Programming
PROGRAM HOURS: 24 hours
PROGRAM
FORMAT: Multidenominational programming representing the most popular religious programs available.
SATELLITE: Galaxy I Tr. 17
SUBSCRIBER INFORMATION:
Affiliates: 1,000
As of: 01/29/88
Subscribers: 10,300,000
Price/sub: free
ADVERTISING:
Local Advertising Available
12 hrs/wk

Prime Time Relay Corp.
(212) 725-1132

WATS(State). . . . . .(800) 248-2844
280 Madison Ave
Suite 608
New York, NY 10016
PERSONNEL: Kazie Metzger, President; Karen Tardy, VP Sales
TYPE OF SERVICE:
Basic Programming
PROGRAM HOURS: 24 hours
PROGRAM FORMAT:Uplinks three network affiliates, WABC-TV New York (ABC), WBBM-TV Chicago (CBS) and WXIA-TV Atlanta (NBC).
SATELLITE: Satcom II Trs. 2,4,12, VideoCipher encrypted

QVC Network, Inc.
(215) 430-1000

Goshen Corporate Park
West Chester, PA 19380
PERSONNEL: Joseph M. Segel, Chairman; Kenneth C. Eich, VP/CFO; D. Bruce Sellers, Executive VP/Affiliate Relation; David Heneberry, Executive VP/Marketing; Peter Flint, VP/Affiliate Relations; Richard Ross, Director/Affiliate Relations; Terry Harmon, Account Manager; Al Ulozas, Account Manager; Denise Kelly, Account Manager; Amy Bennett, Account Manager
TYPE OF SERVICE:
Basic Programming
Shopping Network
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: A wide variety of high quality merchandise, including selected values from Sears, at attractive discounts. QVC's unique qualities include: segmented hourly lifestyles programs, full disclosure of shipping and handling charges on-air, and the industry's most extensive games and sweepstakes which will award over $3,000,000 to viewers in 1988.
SATELLITE: Satcom IIIR Tr. 8
SUBSCRIBER INFORMATION:
Affiliates: 800
As of: 01/01/88
Subscribers: 11,100,000
ADVERTISING:
Local Advertising Available
2 mins/2hr

SCORE
(213)-450-2412

2525 Ocean Park Blvd.
Santa Monica, CA 90405
PARENT COMPANY:
Infotechnology Inc.
320 Park Avenue
New York, NY 10022
PERSONNEL: Dr. Earl Brian, Chairman; David L. Meister, President; C. Steven Bolen, CFO; Arnie Rosenthal, Exec VP/General Manager; A. Scott Hults, President/Infomedia; Scott Conant, VP/Natl Sales Dir; Bennett Boyd, VP Marketing; Ed Berenhaus, VP Advertising and Promotion; Richard Stone, Senior VP Distribution
REGIONAL OFFICES: George Monaster, FNN, 320 Park Avenue, New York, NY 10022, (212) 758-9009; John Fagan, FNN, 435 N. Michigan Ave., Chicago, IL 60611, (312) 670-0255; Bill Schweizer, FNN, 2525 Ocean Park Blvd., Santa Monica, CA 90405, (213) 450-2412; Jeanne Wigard, Infomedia, 320 Park Avenue, New York, NY 10022, (212) 888-7327; Larry Grossman, Infomedia, 435 N. Michigan Ave., Chicago, IL 60611, (312) 670-0255; Dale Hopkins, Infomedia, 1642 Westwood Blvd., #202, Los Angeles, CA 90024, (213) 474-3332
TYPE OF SERVICE:
Basic Programming
PROGRAM HOURS: 8 pm-12 am EST wkdys
PROGRAM FORMAT: Sports, talk and news service.
SATELLITE: Satcom IIIR Tr. 4
SUBSCRIBER INFORMATION:
Affiliates: 1,250
As of: 02/09/88
Subscribers: 7,000,000
Price/sub: $.075-$.10
ADVERTISING:
Local Advertising Available
2mins/hr

Shop Television Network
(213) 871-8380

5842 Sunset Blvd.
Hollywood, CA 90028
PERSONNEL: Michael Rosen, CEO; John Cotter, CFO; Rene Aiu, VP/Marketing; Bill DeLany, VP/Sales & Marketing; Sue Cantor, Advertising Manager
TYPE OF SERVICE:
Basic Programming
Shopping Network
PROGRAM FORMAT: Half-hour segmented programming. Each segment is a themed program, i.e., jewelry, electronics, cooking, appliances and recipes.
SATELLITE: Satcom IIIR Tr. 5
SUBSCRIBER INFORMATION:
Affiliates: 100
As of: 02/01/88
Subscribers: 3,000,000

Silent Network, The
(213) 464-SIGN

6363 Sunset Blvd. Suite 930-B
Hollywood, CA 90028
PARENT COMPANY:
Silent Network Inc.
6363 Sunset Blvd.
Hollywood, CA 90028
PERSONNEL: Sheldon I. Altfeld, Chairman/CEO; Herbert W. Larson, President; Elizabeth Altfeld, CFO; Carol Mau, Director, Sales & Mktg; Susan H. Moore, Director, Special Promotions; Suzan G. Hendershot, Dir Affiliate & Community Relations
TYPE OF SERVICE:
Basic Programming
PROGRAM HOURS: 930am-1130am EST Sat.
PROGRAM FORMAT:Information, education and entertainment programming in sign language and voice; open captions for deaf, hearing-impaired and hearing viewers.
SATELLITE: Satcom F4 Tr. 23
SUBSCRIBER INFORMATION:
Affiliates: 296
As of: 01/01/88
Subscribers: 10,350,300
Price/sub: free

Telaction Corp.
(312) 519-4242

1750 E. Golf Rd.
Century Centre
Schaumburg, IL 60173-5002
PARENT COMPANY:
J.C. Penney Co., Inc.
14841 North Dallas Parkway
Dallas, TX 55240-6760
PERSONNEL: Stuart MacIntire, CEO/President; Ben Allen, CFO; Kathleen Kanehann, Director/Advertising & Public Relations; Ed Merlis, President/Affiliate Division
TYPE OF SERVICE:
Basic Programming
Non-Satellite Fed National Shopping Network
PROGRAM FORMAT: Telaction is the first consumer-controlled cable television-delivered home shopping and information service.

Tempo TV
(918) 496-3200

6918 S. Yorktown
Tulsa, OK 74136
PARENT COMPANY:
Tempo Enterprises
6918 S. Yorktown
Tulsa, OK 74136
PERSONNEL: R.B. Smith, President; Thomas McKinney, Sr VP; Caroline Winston, VP Programming; Kiplyn Farmer VP Western Region; Judy Umlas VP Program Development; Stephen Olsen, Assistant VP; Fred Williams, Programming Director; Kip Farmer, VP Affiliate Sales; Thom McKinney, Sr VP Ad Sales
REGIONAL OFFICES: NE Region: 20 East 46th St. Suite 301, New York, NY 10017 (212) 867-7630; SE Region: 3530 Bomar Rd., Douglasville, GA 30135, (404) 949-6600; Great Lakes and South Central Region: 6918 S. Yorktown, Tusa, OK 74136 (918) 496-3200; Rocky Mountain Region: PO Box 37268 Denver, CO 80237 (303) 773-3030; Western Region: PO Box 2030, Beverly Hills, CA 90211 (213) 657-9006.
TYPE OF SERVICE:
Basic Programming
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: Caters to 45-plus age demographics, with four program categories: entertainment; international-travel; sport-outdoor; and information-how to.
SATELLITE: Satcom IIIR Tr. 6
SUBSCRIBER INFORMATION:
Affiliates: 700
As of: 02/02/88
Subscribers: 14,500,000
Price/sub: free

ADVERTISING:
Local Advertising Available
2 mins/hr

Travel Channel, The
(212) 692-3658

605 Third Ave.
New York, NY 10158
PARENT COMPANY:
TWA-The Travel Channel
605 Third Ave.
New York, NY 10158
PERSONNEL: Peter McHugh, President/CEO Jim Tracek, Sr VP Affiliate Sales & Programming; Earl Quenzel, Sr VP Mktg & Advertising; Doug Panetta, VP & Exec Producer; Jean Glass, Dir. Programming & Acquisitions; Goldstein, Direct Sales
REGIONAL OFFICES: 1825 Eye Street NW, Washington, DC 20006, (202) 457-1155, Francie Leader; 11495 Naterral Bridge Road, St. Louis, MO 63044, (314) 895-6749, Patty McCaskell; 7200 East Hampden Avenue, Suite 203, Denver, CO 80224, (303) 759-1322, Mark Dempsey; 1545 Wilshire Blvd., Suite 411, Los Angeles, CA 90017, (213) 413-7288, Michael Hanafee
TYPE OF SERVICE:
Basic Programming
PROGRAM HOURS: 24 hours
PROGRAM FORMAT:Travel programming, news, destination prices and travel bargains.
SATELLITE: Satcom IIIR Tr. 16
SUBSCRIBER INFORMATION:
Affiliates:
150
Subscribers:
9,700,000
ADVERTISING:
Local Advertising Available
2 mins/hr

Trinity Broadcasting Network
(714) 832-2950

2442 Michelle Drive
Tustin, CA 92711
PARENT COMPANY:
TBN
P.O. Box A
Santa Ana, CA 92711
REGIONAL OFFICES: National Sales, P.O. Box 4500, Woodland Park, CO 80866, (303) 687-0975, Jack Hightower; Central Region, 2810 E. Trinity Mills Road, Carrollton, TX 75006, (214) 931-9570, Gary Smith.
TYPE OF SERVICE:
Basic Programming
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: Christian programming.
SATELLITE: F3R Tr. 3
SUBSCRIBER INFORMATION:
Affiliates: 515
Subscribers: 6,900,000
Price/sub: free

Univision
(212) 826-5200

767 5th Avenue
New York, NY 10153
PARENT COMPANY:
Univisa
9200 Sunset Blvd.
Los Angeles, CA 90069
PERSONNEL: Jaime DaVila, Chairman; Louis Nogales, President; Jack Kenny, CFO; Maite Berry, Ad Sales; Robert Hitchens, Mktg; Susan Calaphano, Affiliate Relations
REGIONAL OFFICES: One Magnificant Mile, Chicago, IL 60611-4501, (312) 944-2199, Ken Oetek; 5501 LBJ Freeway, Dallas, TX 75240, (214) 980-7636, Joe Villareal; 30700 Telegraph Road, Birmingham, MI 48010, (313) 540-5705, Peter Tate; 550 Baltimore Way, Coral Gables, FL 33134, (305) 444-0800, Hal Parks; 601 Montgomery Street, San Fransisco, CA 94111, (415) 392-2006, Susan Avila
TYPE OF SERVICE:
Basic Programming

PROGRAM HOURS: 24 hours
PROGRAM FORMAT:Servicing Latin community with Spanish language programming.
SATELLITE: Galaxy I Tr. 6, VideoCipher encrypted
SUBSCRIBER INFORMATION:
Affiliates: 466
As of: 02/08/88
Subscribers: 4,717,000

USA Network
(212) 408-9100

1230 Avenue of the Americas
New York, NY 10020
PARENT COMPANY:
Paramount Pictures Corp./MCA

PERSONNEL: Kay Koplovitz, President/CEO; R. Kent Replogle, Exec VP/COO; David Bender, VP Research; Andrew Bensch, VP Mktg; Stephen Brenner, Sr VP, Business Affairs/Operations/General Counsel; David Kenin, Sr VP Programming; John Silvestri, Sr VP Ad Sales; Douglas Hamilton, VP/Finance/Admin.; Gil Faccio Sr., Carolyn McCrory, Betsy Dirnberger, Barbara Kirbach, VPs Affiliate Relations
REGIONAL OFFICES: The Fisher Building, 3011 W. Grand Blvd., Detroit, MI 48202 (Stephen van Ophuijsen)
TYPE OF SERVICE:
Basic Programming
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: Broad based entertainment network.
SATELLITE: Galaxy 1 Tr. 21, Satcom IIIR Tr. 10, VideoCipher encrypted
SUBSCRIBER INFORMATION:
Affiliates: 9,200
As of: 01/01/88
Subscribers: 42,000,000
Price/sub: $.13
ADVERTISING:
Local Advertising Available
2 mins/hr
RATINGS:
24 hours: 1.0
Primetime: 1.7
7 am-11 pm: 1.2
RATING SOURCE: Nielsen

VH-1
VIDEO HITS ONE™

Video Hits One (VH-1)
(212) 713-6841

1775 Broadway
10th Floor
New York, NY 10019
PARENT COMPANY:
Viacom International Inc.
1211 Avenue of the Americas
New York, NY 10036
PERSONNEL: Tom Freston, President/CEO; Douglas Greenlaw, Sr VP Advertising Sales; Robert J. Friedman, Sr VP Mktg & Promotion; John Shaker, Sr VP Eastern Div Affiliate Sales; Mark Rosenthal, Sr VP Western Div Affiliate Sales
REGIONAL OFFICES: Eastern Region: Howard Smith, 1133 Avenue of the Americas, 28th Floor, New York, NY 10036, (212) 944-4041; Southeastern Region: Kris Bagwell, 1800 Century Blvd., Suite 280, Atlanta, GA 30345, (404) 320-6808; Central Region: Patty Brennan, 303 E. Wacker Drive, Suite 428, Chicago, IL 60601, (312) 565-2300; Western Region: Roberta Koz, 10 Universal City Plaza, 30th Floor, Universal City, CA 91608, (818) 505-7800
TYPE OF SERVICE:
Basic Programming
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: music video network targeted at the 25-49 year-old audience. The network is programmed with contemporary adult hit videos and features on-air personalities with distinct individual styles. Interviews with top celebrities, original productions and animated material, breaking entertainment news, on-air contests and tour promotions.
SATELLITE: Galaxy 3 Tr. 15, VideoCipher encrypted
SUBSCRIBER INFORMATION:
Affiliates: 1,715
As of: 12/31/87
Subscribers: 24,700,000
ADVERTISING:
Local Advertising Available
2 mins/hr

THE WEATHER CHANNEL

Weather Channel℠, The
(404) 434-6800

2840 Mt. Wilkinson Pkwy.
#200
Atlanta, GA 30339
PARENT COMPANY:
Landmark Communications Inc.
150 W. Brambleton Ave.
Norfolk, VA 23501
PERSONNEL: John O. Wynne, Chairman/CEO; Michael J. Eckert, President; Becky Ruthven, VP Affiliate Sales & Relations; Ed Peters, VP Ad Sales; Mike Lerner, VP Mktg; Tamra Davis, Regional Director; Belinda Sym-Smith, Manager Affiliate Mktg
REGIONAL OFFICES: 780 Third Ave. New York, NY 10017, Ed Peters; 435 N. Michigan Ave. Chicago, IL 60611, Dana Michaellis/VP; 25689 Kelly Rd. Suite D Roseville, MI 40866, Norm Zeller; 1925 Century Park East, Suite 830, Los Angeles, CA 90067, Mary Hogan
TYPE OF SERVICE:
Basic Programming
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: All weather programming furnishing round-the-clock international, national and local forecasts.
SATELLITE: Galaxy 3 Tr. 13
SUBSCRIBER INFORMATION:
Affiliates: 3,150
As of: 01/31/88
Subscribers: 33,000,000
Price/sub: varies
ADVERTISING: Local Advertising Available

WGN...
If you dare to compare

WGN
(918) 665-6690

WATS(National). . . .(800) 331-4806
3801 S. Sheridan
Tulsa, OK 74145

PARENT COMPANY:
United Video Inc.
3801 S. Sheridan
Tulsa, OK 74145
PERSONNEL: Lawrence Flinn Jr., Chairman; Roy L. Bliss, CEO; David W. Wheaton, CFO; Anne Wilkerson, Gen Mgr, Video Mktg/Sales; Sandy Neuzil, Sales Manager; Jeffrey C. Treeman, Sr VP Mktg/Sales; John Hawkins, Mgr. Adv & Promo; Diane Wells, Affiliate Program Supvsr
TYPE OF SERVICE:
Superstation
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: Over 60 hours of movies each week, Cubs baseball, NCAA basketball
SATELLITE: Galaxy I Tr. 3
SUBSCRIBER INFORMATION:
Affiliates: 10,809
As of: 12/31/87
Subscribers: 24,267,983
Price/sub: $.10/sub

WWOR-TV
(315) 455-5955

WATS(National). . . .(800) 448-3322
112 Northern Concourse
Syracuse, NY 13221
PARENT COMPANY:
Newhouse Broadcasting
New York, NY
PERSONNEL: Arthur Perkins, General Manager; Gil Korta, National Marketing Director; Laurie Prouty-Silverman, Affiliate Relations Mgr.
TYPE OF SERVICE:
Superstation
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: Featuring New York Mets, New York Knicks and New York Rangers. Many current movies plus older favorites
SATELLITE: Galaxy I Tr. 15, VideoCipher encrypted
SUBSCRIBER INFORMATION:
Affiliates: 2,393
As of: 01/01/88
Subscribers: 12,000,000
Price/sub: $.10/sub

WPIX
(918) 665-6690

WATS(National). . . .(800) 331-4806
3801 S. Sheridan
Tulsa, OK 74145
PARENT COMPANY:
United Video Inc.
3801 S. Sheridan
Tulsa, OK 74145
PERSONNEL: Lawrence Flinn Jr., Chairman; Roy L. Bliss, CEO; David W. Wheaton, CFO; Anne Wilkerson, Gen. Mgr. Video Mtkg/Sales; Sandy Neuzil, Sales Manager; Jeffrey C. Treeman, Sr. VP Mktg/Sales; John Hawkins, Mgr Adv & Promo; Diane Wells, Affiliate Programs Suprvsr
TYPE OF SERVICE: Superstation
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: Big 8 basketball, New York Yankees, movie library of over 6,000 titles, FNN news.
SATELLITE: Satcom 4 Tr. 19
SUBSCRIBER INFORMATION:
Affiliates: 617
As of: 12/31/87
Subscribers: 9,620,241
Price/sub: $.10/sub

WTBS
(404) 827-1792

One CNN Center
Box 105366
Atlanta, GA 30348
PARENT COMPANY:
Turner Broadcasting
One CNN Center
Atlanta, GA 30348
PERSONNEL: R.E. (Ted) Turner, CEO; Paul Beckham, CFO; Gerry Hogan, President Entertainment Network; Bob Levi, VP/General Manager; Rex Lardner, VP Sports; Xernona Clayton, VP Public Affairs; Richard Melcombe, VP Program Development; Michael Oglesby, Director of Promotions; Terrence McGuire, Cable Sales
TYPE OF SERVICE:
Basic Programming
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: Quality family viewing.
SUBSCRIBER INFORMATION:
Subscribers: 46,100,000
ADVERTISING:
Local Advertising Available

Wrestling Network, The
(214) 702-8814

920 Providence Towers E. #14
5001 Spring Valley Rd
Dallas, TX 75244-3901
PARENT COMPANY:
Jim Crockett Promotions
421 Briarbend Drive
Charlotte, NC 28209
PERSONNEL: Jim Crockett, President; Rob Garner, Sales; Ron Ames; Jim Barnett
TYPE OF SERVICE:
Basic Programming
PROGRAM HOURS: 24 hrs (WTBS)
PROGRAM FORMAT:Wrestling programming to 200 syndicated networks & 4 hours of programming on WTBS.
SATELLITE: VideoCipher encrypted
SUBSCRIBER INFORMATION:
Affiliates: 200
As of: 02/08/88
ADVERTISING:
Local Advertising Available

CableVision has attempted to make the Program Network Guide as complete and accurate as possible. However, if there are questions concerning your listing, please contact Kathy Berlin at **(303) 860-0111**, 600 Grant St., Suite 600, Denver, CO 80203.

Pay programming

American Movie Classics
(516) 364-2222

150 Crossways Park West
Woodbury, NY 11797
PARENT COMPANY:
Cablevision
1 Media Crossways
Woodbury, NY 11797
PERSONNEL: Joshua Sapan, President; Kate MeEnroe, VP Field Operations; Carole Shander, VP Corp. Comm.
REGIONAL OFFICES: Eastern Region: Dennis Patton, 100 Crossways Park West, 2nd Floor, Woodbury, NY 11797 (516) 364-1160 (or 516-364-1116) Central Region: Kathy Dore, 1111 East Touhy Avenue, Suite 280, Des Plaines, IL 60018 (213) 296-0272 Western Region: Mary Murano, 10350 Santa Monica Blvd., Suite 330, Los Angeles, CA 90025
TYPE OF SERVICE:
Pay Programming
PROGRAM HOURS: 3 pm - 4:30 am EST wkdys
PROGRAM FORMAT: Classic movies from 1930's, 40's and 50's
SATELLITE: Satcom 4 Tr. 10, VideoCipher encrypted
SUBSCRIBER INFORMATION:
Affiliates: 1,400
As of: 01/01/88
Subscribers: 10,000,000

Bravo
(516) 364-2222

150 Crossways Park West
Woodbury, NY 11797
PARENT COMPANY:
Cablevision
1 Media Crossways
Woodbury, NY 11797
PERSONNEL: Joshua Sapan, President; William Phillips, General Manager; Bruce Ferguson, Dir. Sales & Mktg; Carole Shander, VP Corp. Communications; Joseph Schramm, Manager Affiliate Mktg
TYPE OF SERVICE:
Pay Programming
PROGRAM HOURS: 7:30 pm - 6 am EST
PROGRAM FORMAT: Features diverse and stimulating programming with the world's finest films as well as the best in music, theater, ballet, jazz, opera, and documentaries.
SATELLITE: Satcom F4 Tr. 2
SUBSCRIBER INFORMATION:
Affiliates: 325
As of: 01/01/88
Subscribers: 1,300,000

Cinemax
(212)-512-1000

1000 Aveune Of The Americas
New York, NY 10023
PARENT COMPANY:
Time Inc.
Time & Life Building
Rockefeller Center
New York, NY 10020
PERSONNEL: Michael Fuchs, Chairman/CEO; Joe Collins, President; Jeff Bewkes, CFO; Dan Levinson, VP Advertising & Promotions; John Billock, Sr VP Mktg; Barbara Jaffe, VP Sales, Promo & Development.
REGIONAL OFFICES: Live Oak Center, 3475 Lenox Road, NE, Atlanta, GA 30326, (404) 239-6600; 8600 West Byrn Mawr Avenue, Suite 400 North, Chicago, IL 60631, (312) 693-9800; 12750 Merit Drive,Suite 1200, Dallas, TX 75251, (214) 450-1000; The Quadrant 5445 DTC Parkway, Suite 700, Englewood, CO 80111, (303) 220-2900; 6300 Northeast First Avenue, Fort Lauderdale, FL 33334, (305) 491-0411; 9401 Indian Creek Parkway, Suite 900, Overland Park, KS 66210, (913) 451-5100; 2049 Century Park East, Suite 4100, Los Angeles, CA 90067, (213) 201-9200; Studio: 120A East 23rd Street, New York, NY 10010, (212) 512-7800; Communications Center: 300 New Highway, Hauppauge, NY 11788, (516) 361-8200; One Bala Cynwd Plaza, Suite 440, 231 St. Asaphs Road, Bala Cynwyd, PA 19004, (215) 668-6500; Two Embarcadero Center, Suite 840, San Francisco, CA 94111 (415) 765-7700
TYPE OF SERVICE:
Pay Programming
PROGRAM HOURS: 24 hrs
PROGRAM FORMAT: The HBO sister service offers a wide range of top-quality movies, original music and comedy programming and the much heralded "Cinemax Sessions" and "Cinemax Comedy Experiment" umbrellas.
SATELLITE: Satcom IIIR Tr. 23, Galaxy 1 Tr. 19
SUBSCRIBER INFORMATION:
Subscribers: 4,600,000

Disney Channel, The
(818)-569-7500

3800 W. Alameda
Burbank, CA 91505
PARENT COMPANY:
The Walt Disney Company
380 So. Buena Vista Street
Burbank, CA 91521
PERSONNEL: John F. Cooke, President; Patrick D. Davidson, VP; Paulo C. De Oliveira, VP Program Development; Stephen D. Fields, Vp Mktg; Mark A. Handler, VP Sales & Affiliate Mktg; George Leitner, VP National Accounts; Patrick T. Lopker, VP Finance/Treasurer; Thomas J. Wszalek, VP Consumer Mktg
REGIONAL OFFICES: Western Region: Ginny Overbach, 3800 West Alameda Ave., Burbank, CA 91505, (818) 569-7500; Eastern Region: Peter Carl, Katherine Ledwith, 477 Madison Ave. 5th Floor, New York, NY 11022, (212) 735-5383; Central Region: David Schreff, 205 N. Michigan Ave., Suite 714, Chicago, IL 60601, (312) 819-2660; Southeastern Region: Michael Mason, 3333 Peachtree St. NE, East Tower, Suite 600, Atlanta, GA 30326, (404) 262-1227; Southwestern Region: Garnet Rich, 6311 N. O'Connor Road, Irving, TX 75039, (214) 869-1726
TYPE OF SERVICE:
Pay Programming
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: Family entertainment, original films, specials

and series, as well as classic Hollywood motion pictures, films from the Disney library, acquisitions from around the world, and unique interstitial programming.
SATELLITE: Galaxy I Tr. 24 and Galaxy I Tr. 4
SUBSCRIBER INFORMATION:
Affiliates: 5,000
As of: 12/31/87
Subscribers: 3,810,000

Festival
(212) 512-1000

1100 Avenue of the Americas
New York, NY 10023
PARENT COMPANY:
Time Inc.
Time & Life Building
Rockefeller Center
New York, NY 10020
PERSONNEL: Michael Fuchs, Chairman/CEO; Joe Collins, President; Jeff Bewkes, CFO; Dan Levinson, VP Advertising & Promotion; John Billock, Sr VP Mktg; Barbara Jaffe, VP Sales, Promo & Development
REGIONAL OFFICES: Live Oak Center, 3475 Lenox Road, NE, Atlanta, GA 30326, (404) 239-6600; 8600 West Byrn Mawr Avenue, Suite 400 North, Chicago, IL 60631, (312) 693-9800; 12750 Merit Drive, Suite 1200, Dallas, TX 75251, (214) 450-1000; The Quadrant 5445 DTC Parkway, Suite 700, Englewood, CO 80111, (303) 220-2900; 6300 Northeast First Avenue, Fort Lauderdale, FL 33334, (305) 491-0411; 9401 Indian Creek Parkway, Suite 900, Overland Park, KS 66210, (913) 451-5100; 2049 Century Park East, Suite 4100, Los Angeles, CA 90067, (213) 201-9200; Studio: 120A East 23rd Street, New York, NY 10010, (212) 512-7800; Communications Center: 300 New Highway, Hauppauge, NY 11788, (516) 361-8200; One Bala Cynwd Plaza, Suite 440, 231 St. Asaphs Road, Bala Cynwyd, PA 19004, (215) 668-6500; Two Embarcadero Center, Suite 840, San Francisco, CA 94111 (415) 765-7700
TYPE OF SERVICE:
Pay Programming
PROGRAM HOURS: 24 hrs
PROGRAM FORMAT: HBO's newest pay service designed for people who do not subscribe to a premium service because of tastes and values. Programming is screened and selected for a target audience split evenly between those over 50 years of age and younger households with children
SATELLITE: Satcom K-1 Tr. 15

Home Box Office
(212) 512-1000

1100 Avenue Of The Americas
New York, NY 10023
PARENT COMPANY:
Time Inc.
Time & Life Building
Rockefeller Center
New York, NY 10020
PERSONNEL: Michael Fuchs, Chairman/CEO; Joe Collins, President; Jeff Bewkes, CFO; Dan Levinson, VP Advertising & Promotion; John Billock, Sr VP Marketing; Barbara Jaffe, VP Sales, Promo & Development
REGIONAL OFFICES: Live Oak Center, 3475 Lenox Road, NE, Atlanta, GA 30326, (404) 239-6600; 8600 West Byrn Mawr Avenue, Suite 400 North, Chicago, IL 60631, (312) 693-9800; 12750 Merit Drive, Suite 1200, Dallas, TX 75251, (214) 450-1000; The Quadrant 5445 DTC Parkway, Suite 700, Englewood, CO 80111, (303) 220-2900; 6300 Northeast First Avenue, Fort Lauderdale, FL 33334, (305) 491-0411; 9401 Indian Creek Parkway, Suite 900, Overland Park, KS 66210, (913) 451-5100; 2049 Century Park East, Suite 4100, Los Angeles, CA 90067, (213) 201-9200; Studio: 120A East 23rd Street, New York, NY 10010, (212) 512-7800; Communications Center: 300 New Highway, Hauppauge, NY 11788, (516) 361-8200; One Bala Cynwd Plaza, Suite 440, 231 St. Asaphs Road, Bala Cynwyd, PA 19004, (215) 668-6500; Two Embarcadero Center, Suite 840, San Francisco, CA 94111 (415) 765-7700
TYPE OF SERVICE:
Pay Programming
PROGRAM FORMAT: Variety programming offers an average of 18 motion pictures new to the service; 7 exclusive new entertainment specials, including music, comedy, original drama, documentary and series programming; sports programming plus special events, and 15 family programs. Some 34 HBO Pictures have been shown on the service.
SATELLITE: Satcom IIIR Tr. 13 & Galaxy 1 Tr. 23
SUBSCRIBER INFORMATION:
Subscribers: 15,500,000

Movie Channel, The
(212)-708-1645

1633 Broadway
New York, NY 10019
PERSONNEL: Winston H. Cox, Chairman; Ron Bernard, President; Jack Heim, Exec VP Sales & Affiliate Mktg; Fred Schneier, Exec VP Programming; Stu Ginsburg, VP Press/Public Relations; Andrew Sereysky, VP Advertising; Rick Howe, VP Affiliate Marketing
REGIONAL OFFICES: New York; Los Angeles; Houston; Chicago; Atlanta; Denver; San Francisco; Garden City, NY; Cincinnati; Portland, OR; Ft. Lauderdale, FL; Kansas City, MO.
TYPE OF SERVICE:
Pay Programming
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: All-movie cable network with top international film festivals and latest box office smashes, many of them exclusive
SATELLITE: Galaxy I Tr. 10 (east), Tr. 14 (west)

Playboy Channel, The
(213)-659-4080

8560 Sunset Blvd.
Los Angeles, CA 90069
PARENT COMPANY:
Playboy Enterprises Inc.
8560 Sunset Blvd.
Los Angeles, CA 90069
PERSONNEL: Richard V. Sowa, President Playboy Video Corp.; Que Spaulding, President Playboy Program Distr Co.; Edward L. Rissien, President Playboy Programs; Mike Hale, VP Mktg; Michael K. Fleming, VP Sales

& Affiliate Relations; Mary Beth Callahan, PR/Publicity
REGIONAL OFFICES: Western Region: Regional Director. Michael Feinner, 8650 Sunset Blvd., Los Angeles, CA 90060 (213) 659-4080; Central Region: Regional Director, Brian Quirk, 919 N. Michigan Ave., Chicago, IL 60611 (312) 751-8000; Eastern Region: Regional Director, Jack Matthews, 1400 Lake Hearn Drive, Suite 325, Atlanta, GA 30319 (404) 843-5780.
TYPE OF SERVICE:
Pay Programming
PROGRAM HOURS: 10/8pm-6am
PROGRAM FORMAT: A targeted, differentiated, service featuring a variety of sophisticated adult-oriented programming. Exclusive original series and specials as well as acquired motion pitcures.
SATELLITE: Satcom IV Tr. 24

SHOWTIME.

Showtime
(212)-708-1552

1633 Broadway
New York, NY 10019
PARENT COMPANY:
Viacom Networks Group
1633 Broadway
New York, NY 10019
PERSONNEL: Winston H. Cox, Chairman; Ron Bernard, President; Jack Heim, Exec VP/Sales & Affiliate Mktg; Fred Schneier, Exec VP Programming; Stu Ginsburg, VP Press/Public Relations; Andrew Sereysky, VP Advetising; Rick Howe, VP Affiliate Mktg
REGIONAL OFFICES: New York; Los Angeles; Dallas; Houston; Chicago; Atlanta; Denver; Garden City, NY; San Francisco; Portland, OR; Cincinnati; Ft. Lauderdale, FL; and Kansas City, MO.
TYPE OF SERVICE:
Pay Programming
PROGRAM FORMAT: Nation's second largest pay service, offering 24-hour schedule of exclusive blockbuster movies, comedy series and specials, concerts, Broadway plays, original movies and mini-series, championship boxing, family programs and classic films.
SATELLITE: Galaxy 1 Tr. 5 (east), Tr. 16 (west)

X·PRESS

X*PRESS Information Services Ltd.
(303) 721-1062

WATS(National). . .(800) 7PC NEWS
Regency Plaza One Ste. 340
4643 S Ulster St.
Denver, CO 80237
PARENT COMPANY:
TCI
Regency Plaza One
4643 S Ulster One, Ste. 340
Denver, CO 80237
PERSONNEL: Dr. Gerald Bennington, President; Susan Gunn, Dir of Corporate Communication; Elizabeth Cole, Mgr/Affiliate Relations
TYPE OF SERVICE:
Basic Programming
Pay Programming
Text
PROGRAM HOURS: 24 hrs
PROGRAM FORMAT: A computer information service delivered via satellite to personal computers. There are two services available: X*PRESS, a basic cable service that is family oriented, and X*PRESS Executive, a pay service designed for the investor. Besides the TCI partnership, X*PRESS is also owned by McGraw Hill, Inc., 1221 Avenue of the Americas, New York, NY 10020.
SATELLITE: Galaxy 1
SUBSCRIBER INFORMATION:
Affiliates: 347
As of: 01/01/88
Subscribers: 11,000
Price/sub: 19.95/mo

1988 Network Program Guide Staff

EDITORIAL

William McGorry, Publisher
Steve Tuttle, Editor, Associate Publisher
Kathy Berlin, Director of Research,
Linda J. Johnson, Production Editor
Jamie Bird, Research Assistant

PRODUCTION

Jeff Knight, Production Director
Don Ruth, Graphics Director
Elaine Callahan, Production Assistant
Debbie Van Dyke, Production Assistant

ADVERTISING

Josh Gordon, Associate Publisher/Ad Director
Elaine Allmonti and Stacey Kibel, New York Regional Sales Managers
Jim Dickson, Denver Regional Sales Manager

CableVision

Audio

Cable Radio Network
(818) 352-7152

WATS(State). . . . . .(818) 352-3229
10487 Sunland Blvd.
Sunland, CA 91040
PARENT COMPANY:
Big Horn Productions
10487 Sunland Blvd.
Sunland, CA 91040
PERSONNEL: Michael Horne, President/General Manager; Lisa Phillips, Mktg Director/Affiliate Relations; Melody Kishimoto, Business Manager; Robert Lane, Production Director; Patricia Kneale, Advertising Sales Manager
REGIONAL OFFICES: Tyme Sales, 9250 Wilshire Blvd. #LL14, Beverly Hills, CA 90212 (213) 276-9960
TYPE OF SERVICE:
Audio Services
PROGRAM HOURS: 24 hours
PROGRAM FORMAT:Music, news, sports and highlights of cable programming. The only radio station programmed exclusively for cable TV with character generated channels, FM service and music on hold services.
SATELLITE: Satcom IIIR Tr. 4
SUBSCRIBER INFORMATION:
Affiliates: 39
As of: 02/01/88
Subscribers: 1,700,000
ADVERTISING:
Local Advertising Available
2 mins/hr

Galactic Radio, Inc.
(303) 792-3111

9697 E Mineral Ave.
Englewood, CO 80112
PARENT COMPANY:
Jones International, Ltd.
9697 E Mineral Ave.
Englewood, CO 80112
PERSONNEL: Glenn R. Jones, Chairman; James J. Krejci, Group Vice President; Jeffrey T. Hansen, General Manager; Lucy A. Strupp, Creative Services Director
TYPE OF SERVICE:
Audio Services
PROGRAM HOURS: 24 hrs/7 days
PROGRAM FORMAT: Cable audio programmer offering seven distinctive formats to cable operators nationwide. Formats include new age of jazz, white-n-lively rock, soft sounds, America's country favorites, "Your Hot Rock Connection", classical collections and the "End-Touch Network" for the visually impaired listener. Minimum of advertising, offering 56 minutes of music per hour on each station.
SATELLITE: Galaxy 3 Tr. 2
SUBSCRIBER INFORMATION:
Affiliates: 2
As of: 02/11/88
Subscribers: 1,000,000
Price/sub: .5-.10/sub
ADVERTISING:
Local Advertising Available
1-2 mins/hr

Greek Radio Network of America
(215) 565-9510

60 Old State Road
Media, PA 19063
PERSONNEL: Harry P. Pappas, Chairman; Dimitrios Balalis, Director/National Advertising/Mktg; Nakis Yiannopoulos, Director /Programming; Linda Pappas, Public Relations (American); Vasilios Alexopoulos, Public Relations (Greece); Miss Koula Muratidis, Production; Ken Olderfer, Administrative Assistant
TYPE OF SERVICE:
Audio Services
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: Launched in 1979, Greek Radio Network brings, via satellite, complete bilingual programming. This unique audio network is not offered by anyone else in the United States or Canada. Programming includes: A wide variety of English and Greek music (from rock & roll to easy listening), national and international news, live soccer games from Greece, contests, promotions and women's, children's, and religious programming. The Greek Radio Network is used as an educational tool in many schools.
SATELLITE: Galaxy I Tr. 15, VideoCipher encrypted
SUBSCRIBER INFORMATION:
Affiliates: 11
As of: 12/01/87
Subscribers: 150,000
Price/sub: varies
ADVERTISING:
Local Advertising Available
7 mins/hr

KKGO-The Jazz Network
(918) 665-6690

WATS(National). . . .(800) 331-4806
3801 S. Sheridan
Tulsa, OK 74145
PARENT COMPANY:
United Video Inc.
3801 S. Sheridan
Tulsa, OK 74145
PERSONNEL: Lawrence Flinn, Jr., Chairman; Roy L. Bliss, CEO; David W. Wheaton, CFO; Jeffrey C. Treeman, Sr VP Mktg/Sales; Anne Wilkerson, Gen Mgr, Video Sales/Mktg; Sandy Neuzil, Sales Manager; John Hawkins, Mgr, Adv & Promo; Diane Wells, Affiliate Programs Supervisor
TYPE OF SERVICE:
Audio Services
PROGRAM HOURS: 24 hours
PROGRAM FORMAT:Super Jazz FM radio service, jazz concerts and festivals.
SATELLITE: Satcom IIIR Tr. 4
SUBSCRIBER INFORMATION:
Affiliates: 16
As of: 12/31/87
Subscribers: 131,832
Price/sub: $.02/sub

Moody Broadcasting Network
(312)-329-4433

WATS(National). . . .(800)-621-7031
820 N LaSalle Dr.
Chicago, IL 60610
PARENT COMPANY:
Moody Bible Institute
820 N LaSalle Dr.
Chicago, IL 60610
PERSONNEL: Dr. Joseph Stowell, CEO; Robert C. Neff, VP Broadcasting; Wayne Shepherd, Manager of Programming; Bob Norris, Administrator/Network Development; David Woodworth, Asst. Administrator/Network Development; Becky Horne, Network Representative; Scott Yahr, Network Representative
TYPE OF SERVICE:
Audio Services
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: Non-denomination religious and educational channel featuring: music, drama, talk, news and public affairs. Also includes family, children's, and special seasonal programming.
SATELLITE: Westar 5 Tr. 13
SUBSCRIBER INFORMATION:
Affiliates: 62
As of: 01/31/88
Subscribers: 935,528

Satellite Radio Network
(704) 552-2103

WATS(National). . . . .(800) 438-6311
1 South Executive Park
Suite 403
Charlotte, NC 28287
PERSONNEL: John Tyler, Chairman; Michael Glinter, President/CEO//CFO; Penelope Fisher, Director Affiliate Relations
TYPE OF SERVICE:
Basic Programming
PROGRAM HOURS: 24 hours
PROGRAM FORMAT:Religious programming that encompasses talk, music, live programs, taped and teaching programs. Satellite Network also features religious programs that are sports or politically related. Feature feeds are on Westar 5 Tr. 13.
SATELLITE: Galaxy 1 Tr. 17
SUBSCRIBER INFORMATION:
Affiliates: 230
As of: 02/01/88
ADVERTISING:
Local Advertising Available
varies

Seeburg Music Satellite Network
(919) 851-5823

WATS(National). . . .(800) 334-1561
WATS(State). . . . . .(800) 662-7332
5706 New Chapel Hill Road
Raleigh, NC 27607
PARENT COMPANY:
Capitol Broadcasting Co. Inc.
711 Hillsborough St.
Box 12800
Raleigh, NC 27605
PERSONNEL: Steve Grissom, VP; Bill Fox, General Manager; Terri Woods, CFO; Bonnie Sullivan, National Sales Coordinator; Bill Werner, Mktg Consultant; Sherrill Williams, Manager/ Affiliate Relations
TYPE OF SERVICE:
Audio Services
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: #1 Lifestyle Contemporary Instrumental -- the new sound background music -- well-known recognizable songs recorded in today's brighter, livelier, instrumental style. #2 Lifestyle Adult Contemporary -- top vocal hits, current billboard top 40 and hot 100 chart leaders, original albums and original artists, today's most popular music.
SATELLITE: Galaxy Tr. 3
SUBSCRIBER INFORMATION:
Affiliates: 147
As of: 01/27/8 /
Subscribers: 2,850,000
Price/sub: .01/mo

Tempo Sound
(918) 496-3200

6918 S. Yorktown
Tulsa, OK 74136
PARENT COMPANY:
Tempo Enterprises
6918 S. Yorktown
Tulsa, OK 74136
PERSONNEL: Stephen Olsen, Assistant VP; Thom McKinney, Sr. VP/Advertising Sales; Kip Farmer, VP Affiliate Sales; Fred Williams, Programming Director
REGIONAL OFFICES: NE Region: 20 East 46th St. Suite 301, New York, NY 10017 (212) 867-7630; SE Region: 3530 Bomar Rd., Douglasville, GA 30135, (404) 949-6600; Great Lakes and South Central Region: 6918 S. Yorktown, Tusa, OK 74136 (918) 496-3200; Rocky Mountain Region: PO Box 37268 Denver, CO 80237 (303) 773-3030; Western Region: PO Box 2030, Beverly Hills ,CA 90211 (213) 657-9006.
TYPE OF SERVICE:
Audio Services
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: Album oriented rock, country western, adult contemporary, comedy, big band, 50's, 60's & 70's, jazz, easy listening, in touch. All formats are commercial free.
SATELLITE: Galaxy I Tr. 2 and SatcomIII/6
SUBSCRIBER INFORMATION:
Affiliates: 107
As of: 02/01/88
Subscribers: 1,250,000
Price/sub: Varies

WFMT
(918) 665-6690

WATS(National). . . .(800) 331-4806
3801 S. Sheridan
Tulsa, OK 74145
PARENT COMPANY:
United Video Inc.
3801 S. Sheridan
Tulsa, OK 74145
PERSONNEL: Lawrence Flinn, Jr., Chairman; Roy L. Bliss, CEO; David W. Wheaton, CFO; Jeffrey C. Treeman, Sr. VP Mktg/Sales; Anne Wilkerson, Gen Mgr, Video Mktg/Sales; Sandy Neuzil, Sales Manager; John Hawkins, Mgr, Adv & Promo; Diane Wells, Affiliate Programs & Supervisor
TYPE OF SERVICE:
Audio Services
PROGRAM HOURS: two hrs/day
PROGRAM FORMAT:WFMT delivers fine arts, classical FM music live from Chicago.
SATELLITE: Galaxy I Tr. 3
SUBSCRIBER INFORMATION:
Affiliates: 177
As of: 12/31/87
Subscribers: 1,233,355
Price/sub: $.02/sub

Text services

AP/ News Plus
(202) 955-7200

1825 K Street NW
Suite 615
Washington, DC 20006
PARENT COMPANY:
The Associated Press/Tribune
1825 K Street
Suite 615
Washington, DC 20006
PERSONNEL: Greg Groce, Director of Cable Services; John Strachan, National Cable Exec.
REGIONAL OFFICES: Annabella Riccio, National Cable Executive, Suite 500, South Tower, One CNN Center, Atlanta, GA (404) 522-8971; Susan Burgstiner, National Cable Exec, 1444 Wazee Street, #130, Denver, CO 80202-1395 (303) 825-0123; National Cable Exec, 215 West Pershing Street, Kansas City, MO 64108-1850 (816) 421-6725
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: Graphics-enhanced, general news automated information service including news, weather, sports and business.
SATELLITE: Westar IV Tr. 6
SUBSCRIBER INFORMATION:

Affiliates: 90
As of: 01/01/88
Subscribers: 2,200,000
Price/sub: varies
ADVERTISING:
Local Advertising Available
2 mins/hr

AP/TMS Inform. Serv./News Cable (202) 955-7200

1825 K Street NW
Suite 615
Washington, DC 20006
PARENT COMPANY:
The Associated Press/Tribune
1825 K Street NW
Suite 615
Washington, DC 20006
PERSONNEL: Greg Groce, Director Cable Services; John A. Strachen, National Cable Exec
REGIONAL OFFICES: Annabella Riccio, National Cable Executive, Suite 500, South Tower, One CNN Center, Atlanta, GA (404) 522-8971; Susan Burgstiner, National Cable Exec, 1444 Wazee Street, #130, Denver, CO 80202-1395 (303) 825-0123; National Cable Exec., 215 West Pershing Street, Kansas City, MO 64108-1850 (816) 421-6725
PROGRAM HOURS: 24 hrs
PROGRAM FORMAT: Text-only general news and information service. Includes general, business, financial and sports news.
SATELLITE: Westar IV & III, Tr. 1
SUBSCRIBER INFORMATION:
Affiliates: 106
As of: 01/01/88
Subscribers: 1,500,000
ADVERTISING:
Local Advertising Available
2 mins/hr

AP/TMS-BusinessWatch (202) 955-7200

1825 K Street St.NW
Washington, DC 20006
PARENT COMPANY:
The Associated Press/Tribune
1825 K Street NW
Washington, DC 20006
PERSONNEL: Greg Grose, Director of Cable Services; John A. Strachan, National Cable Exec.
REGIONAL OFFICES: Annabella Riccio, National Cable Exec, Suite 500, South Tower, One CNN Center, Atlanta, GA (404) 522-8971; Susan Burgstiner, National Cable Exec, 1444 Wazee Street, #130, Denver, CO 80202-1395 (303) 825-0123; National Cable Executive, 215 West Pershing Street, Kansas City, MO 64108-1850 (816) 421-6725
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: A business and financial information service, graphics-enhanced, which includes continuous display of the New York Stock Exchange crawl, fifteen minutes delayed.
SATELLITE: Westar IV Tr. 6
SUBSCRIBER INFORMATION:
Affiliates: 56
As of: 01/01/88
Subscribers: 1,700,000
Price/sub: varies
ADVERTISING:
Local Advertising Available
2 mins/hr

Choice Entertainment (213)-530-2217

2790 Skypark Dr. #213
Torrence, CA 90505
PERSONNEL: Richard Kulis, CEO; Jack Smith, Executive VP; Judy Kulis, VP/Mktg
PROGRAM HOURS: Program by program
PROGRAM FORMAT: Create and distribute sports and entertainment pay-per-view events.
ADVERTISING:
Local Advertising Available
varies

Classified Channel (408) 947-4488

1302-A N. Fourth St.
San Jose, CA 95112
PERSONNEL: J.R. Brown, General Manager
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: Classified commercials in four, 15 minute segments, which includes real estate, general retail, automotive and employment.
SATELLITE: digital

Data Broadcasting Corp. (703) 790-3570

WATS(National). . . . .(800) 777-3334
8300 Old Courthouse Road
Vienna, VA 22180
PARENT COMPANY:
Financial News Network
320 Park Avenue
New York, NY 10022
PERSONNEL: Paul Steinle, CEO; Cathy Flynn, VP Mktg; Carl Minor, Director of Sales/Sub Sales; Ed Berenhaus, VP Advertising & Promo/FNN; Thomas Wolfsohn, Director Affiliate Mktg/Cable Sales
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: Stock quotations and financial information delivered to personal computers in the vertical blanking intervals of the FNN cable TV signal.
SATELLITE: Satcom 3R, VideoCipher encrypted
SUBSCRIBER INFORMATION:
Affiliates: 433
As of: 01/29/87
Subscribers: 1,545
Price/sub: $80-$480/mon

EPG Jr. Electronic Prog. Guide (918) 665-6690

WATS(National). . . .(800) 331-4806
3801 S. Sheridan
Tulsa, OK 74145
PARENT COMPANY:
United Video Inc.
3801 S. Sheridan
Tulsa, OK 74145
PERSONNEL: Joe D. Batson, General Manager; Virgle Smith, VP/Sales
PROGRAM HOURS: 24 hours
PROGRAM FORMAT:On-screen guide for systems of 5,000 and fewer subscribers. Customized by system and updated daily. Local ad insertions.
SATELLITE: Galaxy I Tr. 3
SUBSCRIBER INFORMATION:
Affiliates: 114
Subscribers: 124,786

Electronic Program Guide (918) 665-6690

WATS(National). . . .(800) 331-4806
3801 S. Sheridan
Tulsa, OK 74145
PARENT COMPANY:
United Video Inc.
3801 S. Sheridan
Tulsa, OK 74145
PERSONNEL: Joe D Batson, General Manager; Virgle Smith, VP/Sales; Chris Bourne, VP
MktgepIL0FT1SZ9LS1RRPI0PROGRAM HOURS: 24 hours
PROGRAM FORMAT: System specific combination of program listings with continuous video promotion spots of all national cable networks. Program title, network, time and channel number are displayed simultaneous to promotional spots.
SATELLITE: Satcom IV Tr. 8

SUBSCRIBER INFORMATION:
Affiliates: 72
As of: 02/29/88
Subscribers: 1,400,000
Price/sub: $.03
ADVERTISING:
Local Advertising Available
10 mins/hr

Genesis StoryTime
(204) 253-7683

91 Edgemont Dr.
Winnepeg, Manitoba, R2J 3H7
PERSONNEL: Gregory Stetski, Sales Manager
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: Storybooks with pictures and text using computer graphics. Teaches reading while entertaining. Endorsed by NEA and recommended in concept by the NPTA.
SATELLITE: Satcom IIIR Tr. 3 sub carrier
SUBSCRIBER INFORMATION:
Affiliates: 38
As of: 01/01/88
Subscribers: 1,515,000
Price/sub: None

Prevue Guide
(918) 665-6690

WATS(National). . . .(300) 331-4806
3801 South Sheridan
Tulsa, OK 74145
PARENT COMPANY:
United Video
3801 South Sheridan
Tulsa, OK 74145
PERSONNEL: Joe D. Batson, General Manager; Virgle Smith, VP Sales; Chris Bourne, VP Mktg/Operations; Marla Kinsaul, Western Region Sales; Elaine Estes, Central Region Sales; Donna Davis, Northeastern Region Sales
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: System specific rolling log of program listings, including time, channel, network and program.
SUBSCRIBER INFORMATION:
Affiliates: 425
As of: 01/01/31
Subscribers: 7,900,000
ADVERTISING:
Local Advertising Available
8.5 mins/hr

Sports News Satellite
(203) 965-6789

250 Arbor Dr.
PO Box 10210
Stamford, CT 06904
PARENT COMPANY:
Phoenix Communications Group
1212 6th Avenue
New York, NY 10036
PERSONNEL: Jeff Belinfante, Exec Producer
PROGRAM HOURS: 17 hrs
PROGRAM FORMAT: A national sports news network.
SATELLITE: Telstar 301, VideoCipher encrypted
SUBSCRIBER INFORMATION:
Affiliates: 150
As of: 01/31/87

Sportstracker
(918) 665-6690

WATS(National). . . .(800) 331-4806
3801 South Sheridan
Tulsa, OK 74145
PARENT COMPANY: United Video Inc.
3801 S. Sheridan, Tulsa, OK 74145
PERSONNEL: Joe D. Batson, General Manager; Virgle Smith, VP/Sales; Chris Bourne, VP/Mktg/Operations; Marla Kinsaul, Western Region Sales; Elaine Estes, Central Region Sales; Donna Davis, Northeastern Region Sales
PROGRAM HOURS: 24 Hours
PROGRAM FORMAT: Sports information, listing professional and collegiate sports results in addition to horse racing information.
SATELLITE: Galaxy Tr. 3
SUBSCRIBER INFORMATION:
Affiliates: 38
As of: 01/31/88
Subscribers: 1,300,000
ADVERTISING:
Local Advertising Available
unlimited

X*PRESS Info. Services Ltd.
(303) 721-1062

WATS(National). . . .(800) 7PC NEWS
Regency Plaza One Ste. 340
4643 S Ulster St.
Denver, CO 80237
PARENT COMPANY:
TCI
Regency Plaza One
4643 S Ulster One, Ste. 340
Denver, CO 80237
PERSONNEL: Dr. Gerald Bennington, President; Susan Gunn, Director of Corporate Communication; Elizabeth Cole, Mgr/Affiliate Relations
TYPE OF SERVICE:
Basic Programming
Pay Programming
Text
PROGRAM HOURS: 24 hrs
PROGRAM FORMAT: A computer information service delivered via satellite to personal computers with two services available: X*PRESS, a basic cable service that is family oriented, and X*PRESS Executive, a pay service designed for the investor. X*PRESS is also owned by McGraw Hill Inc., 1221 Avenue of the Americas, New York, NY 10020.
SATELLITE: Galaxy 1
SUBSCRIBER INFORMATION:
Affiliates: 347
As of: 01/01/88
Subscribers: 11,000
Price/sub: 19.95/mo

Pay-per-view networks

American Exxxtasy
(212) 696-4111

WATS(National). . . .(800) 824-2454
419 Park Ave. South
Suite 400
New York, NY 10016
PARENT COMPANY:
HDO Satellite Networks Inc.
419 Park Ave. South
Suite 400
New York, NY 10016
PERSONNEL: Paul L. Klein, Chairman; Robert Kramer, CFO; Jeffrey Younger, VP/Programming; Gibi Brown, VP/Sales/Affiliate Relations; Colette Conner, Director, Advertising/Promotion;
PROGRAM HOURS: 6pm-6am EST
PROGRAM FORMAT: American Exxxtasy is an unedited adult movie service available seven nights a week, primarily to the TVRO market. Price per subscriber/40% gross revenue, minimum $1.00 per buy.
SATELLITE: Spacenet I Tr. 18, VideoCipher encrypted
SUBSCRIBER INFORMATION:
Affiliates: 72
As of: 01/20/88
Subscribers: 69,000

Cable Video Store
(215)-674-4800

WATS(National). . . .(800) 523-6678
WATS(State). . . . .(800) 562-6965
2200 Byberry Rd.
Hatboro, PA 19040
PARENT COMPANY:
Gen Instr.-Jerrold Division
767 Fifth Avenue
45th Floor
New York, NY 10153
PERSONNEL: Hal M. Krisbergh, CEO; Tom Lynch, CFO; Susan C. Greene, VP; Jeremy Rosenberg, Director of Operations; Bonnie Bratby, Mgr Advertising & Promotions; Ginny Morris, Affiliate Relations
REGIONAL OFFICES: Northeast Region: 767 Fifth Avenue, New York, NY 10153, (212) 207-6300; Southeast Region: 2200 Byberry Road, Hatboro, PA 19040, (215) 674-4800; Central Region: 2611 Westgrove Road Suite 109, Carrollton, TX 75006, (214) 248-7931; Western Region: 7100 East Belleview Suite 101, Englewood, CO 80111, (303) 740-6118
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: Jerrold's Cable Video Store is a satellite-delivered Impulse-Pay-Per-View service in which subscribers can push a button to rent a movie. CVS features both the newer movies, many premiering day and date with the video cassette release, and a number of high quality recent and older titles.
SATELLITE: Galaxy 3 Tr. 5, VideoCipher encrypted
SUBSCRIBER INFORMATION:
Affiliates: 50
As of: 02/01/88
Subscribers: 100,000

Choice Entertainment
(213)-530-2217

2790 Skypark Dr. #213
Torrence, CA 90505
PERSONNEL: Richard Kulis, CEO; Jack Smith, Executive VP; Judy Kulis, VP/Mktg
PROGRAM HOURS: Program by Program
PROGRAM FORMAT: Create and distribute sports and entertainment pay-per-view events.
ADVERTISING:
Local Advertising Available
varies

Home Premiere Television
(212) 486-6600

800 3rd. Ave 16th Floor
New York, NY 10022
PARENT COMPANY:
Pay-Per-View Network
800 3rd. Ave. 16th Floor
New York, NY 10022
PERSONNEL: James O. Hayworth, President; J. Robert Bedell, VP/Mktg; James English, VP/Programming; William Sutera, VP/Finance
PROGRAM HOURS: 22 hours
PROGRAM FORMAT: Home Premiere plays Hollywood films, family programming, drive-in movies, and special event on a pay-per-view basis.
SATELLITE: Galaxy 3 Tr. 16, VideoCipher encrypted
SUBSCRIBER INFORMATION:
As of: 01/01/88
Subscribers: 500,000
Price/sub: varies

The PLAYBOY Channel
It's Fun Entertainment for Adults!

PLAYBOY ON DEMAND
(213) 659-4080

8560 Sunset Blvd.
Los Angeles, CA 90069
PARENT COMPANY:
Playboy Enterprises Inc.
8560 Sunset Blvd.
Los Angeles, CA 90069
PERSONNEL: Edward L. Rissien, President/Playboy Programming; Mike Hale, VP Mktg; Michael K. Fleming, VP Sales/Affiliate Relations; Mary Beth Callahan, PR/Affiliate Relations; Bill Farley, PR/Affiliate Relations; Cindy Rakowitz, PR/Affiliate Relations
REGIONAL OFFICES: Western Region: Regional Director, Michael Feinner, 8650 Sunset Blvd., Los Angeles, CA 90060 (213) 659-4080; Central Region: Regional Director, Brian Quirk, 919 N. Michigan Ave., Chicago, IL 60611 (312) 751-8000; Eastern Region: Regional Director, Jack Matthews, 1400 Lake Hearn Drive, Suite 325, Atlanta, GA 30319 (404) 843-5780.
PROGRAM HOURS: 8pm-6pm, Fri. and/or Sat.
PROGRAM FORMAT: Playboy Channel programming to addressable subscribers on a pay-per-night or pay-per-weekend basis. Programming features a wide variety of sophisticated adult-oriented programs including exclusive original series and specials as well as acquired motion pictures.
SATELLITE: Satcom 1V Tr. 24, VideoCipher encrypted

Prime Ticket Network
(213) 672-8000

401 S. Prairie Ave.
Suite 104
Inglewood, CA 90301
PERSONNEL: Tony Acone, President; John Jackson, Programming; Tim Krass, Mktg Manager; Keith Harris, Executive Producer; Brent Imai, Executive Producer; Tom Feuer, Director of Communications; Mat Tinley, New Business Development; David Forier, Forum Entertainment Network
TYPE OF SERVICE:
Basic Programming
Regional Entertainment
PROGRAM HOURS: 5pm-12am PST
PROGRAM FORMAT: Regional sports network in the west (Southern California, Arizona, Nevada and Hawaii) offering Los Angeles Lakers, Los Angelas Kings, boxing, tennis, Los Angeles Lazers and San Diego Sockers, MISL Soccer, and college athletics from UCLA; USC; Nevada-Las Vegas. Also offering special pay-per-view events.
SATELLITE: Satcom IV Tr. 20
SUBSCRIBER INFORMATION:
Affiliates: 40
As of: 02/01/88
Subscribers: 2,300,000
Price/sub: varies
ADVERTISING:
Local Advertising Available
1 min/30 min

REQUEST
AMERICA'S #1 RENT-A-MOVIE CHANNEL

Request Television
(212) 984-5900

140 E. 45th St.
40th Floor
New York, NY 10017
PARENT COMPANY:
Reiss Media Enterprises Inc.
140 E. 45th St.
40th Floor
New York, NY 10017

PERSONNEL: Paul Fitzpatrick, President; Bruce Allen, VP Operations/Production; Mark Cutten, VP Program Scheduling; Craig Wilson, VP Sales/Mktg & Programming; Colleen Cahill, Director Corporate Sales; Jay Rubin, Trade Mktg & Public Relations; Ron Midili, Affiliate Services
REGIONAL OFFICES: 211 Perimeter Center Parkway, NE, Suite 1070, Atlanta, GA 30346, (404) 392-9860; 1701 East Woodfield Road Suite 421, Schaumberg, IL 60195, (312) 884-1390; 10100 Santa Monica Blvd., Suite 470, Los Angeles, CA 90067, (213) 557-9828
PROGRAM HOURS: 20 hours
PROGRAM FORMAT: Minimum of four major motion pictures continuously each week plus special events. Marketing and technical support services.
SATELLITE: Galaxy I Tr. 12, VideoCipher encrypted
SUBSCRIBER INFORMATION:
Affiliates: 160
As of: 12/31/87
Subscribers: 3,800,000

Telstar Channel/Zap Movies
(213)-556-5650

WATS(National). . . .(800) TELSTAR
1900 Avenue of the Stars
Suite 2500
Los Angeles, CA 90067
PARENT COMPANY:
Satellite Corp of America
1900 Avenue of the Stars
Suite 2500
Los Angeles, CA 90067
PERSONNEL: Jane Bartell, Mktg; Anne Droste, Affiliate Relations
PROGRAM HOURS: 12 hrs PPV
PROGRAM FORMAT: Multi-channel satellite delivered pay services.
SATELLITE: Spacenet II Trs. 1, 3, 23 and 11, VideoCipher encrypted
SUBSCRIBER INFORMATION:
Affiliates: 7
As of: 02/08/88
Subscribers: 160,000

Tuxxedo Network
(212) 696-4111

WATS(National). . . .(800) 824-2454
419 Park Avenue South
Suite 400
New York, NY 10016
PARENT COMPANY:
Tuxxedo Network Inc.
419 Park Avenue South
Suite 400
New York, NY 10016
PERSONNEL: Paul L. Klein, Chairman; Robert Kramer, CFO; Jeffrey Younger, VP Programming; Colette Conner, Director Advertising/Promotion; Gibi Brown, VP Sales/Affiliate Relations
PROGRAM HOURS: 7am-6am EST
PROGRAM FORMAT: A targeted, diversified, pay-per-view or pay-per-night service featuring a wide variety of sophisticated features. Price per subscriber is 25% of gross revenues, minimum $1.00 per buy.
SATELLITE: Galaxy 2 Tr. 10, VideoCipher encrypted
SUBSCRIBER INFORMATION:
Affiliates: 105
As of: 01/20/88

Viewer's Choice
(212) 708-1600

1633 Broadway
15th Floor
New York, NY 10019
PARENT COMPANY:
Viacom International Inc.
1211 Avenue of the Americas
New York, NY 10019
PERSONNEL: Scott P. Kurnit, President; Thomas Neville, VP Research & Planning; Madge Rubenstein, VP Programming; Susan Weinstein, Director Program Acquisition & Broadcast Operations; Sharon Portin, VP National Sales: David Kline, Director/Eastern US; Don Starcke, Director/Western US; Susan Kroll, Manager/Consumer Mktg; Jane Alexander Bulman, Director Affiliate Mktg; Susan O'Meara, Manager
REGIONAL OFFICES: 10 Universal City Plaza, Universal City, CA 91608-1097, (818) 505-7744, Sharon Portin; 666 Old Country Road, Garden City, NY 11530, (516) 222-0122, Joe Scotti; 303 East Wacker Drive, Suite 2024, Chicago, IL 60601, (312) 993-0100, Carl Schulz; 1040 Crown Pointe Parkway, Suite 850, Atlanta, GA 30338, (404) 396-1333, Barry Goldberg; 5000 Quorom Drive, Suite 455, Lock Box 59, Dallas, TX 75240, (214) 241-1421, Jeff Wade; 8000 East Prentice Avenue, Bldg D-8, Englewood, CO 80111, (303) 850-7380, Mac Lipscomb
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: VC-1: Four to eight of Hollywood's biggest hits each month, plus special events. VC-2: Holdover hits from VC-1, plus 4-6 additional titles.
SATELLITE: Galaxy 3 Tr. 21 and Galaxy 3 Tr. 18, VideoCipher encrypted
SUBSCRIBER INFORMATION:
Affiliates: 130
As of: 01/31/88
Subscribers: 3,800,000
Price/sub: varies

Pay-per-view suppliers

Atlantic Releasing Corp.
(213) 650-2500

8255 Sunset Blvd.
Los Angeles, CA 90046
PERSONNEL: Jonathon Dana, President/Motion Pictures/TV

Columbia Pictures
(818) 954-1080

4000 W. Alameda Suite 501
Burbank, CA 91505
PERSONNEL: Dennis Wood, Director/Pay Television Sales

Crown International
(213) 657-6700

8701 Wilshire Blvd.
Beverly Hills, CA 90211
PERSONNEL: Lynette Prucha, VP/Home Video/Pay TV Sales

HBO Enterprises
(212) 512-1511

1100 Avenue of the America's
New York, NY 10023
PERSONNEL: Andrea Grass-McBurnett, Director of HBO Enterprises

Lorimar Telepictures
(213) 558-6767

10202 W. Washington Blvd.
Culver City, CA 90232
PERSONNEL: Debbie Betters, Director of Pay-Per-View

MGM/UA Telecommunications
(213) 280-6276

10000 W. Washington Blvd.
Culver City, CA 90232
PERSONNEL: Maggie McDermott, Manager Pay-Per-View

New Century/Vista
(213) 201-0506

1875 Century Park East
Suite 200
Los Angeles, CA 90067
PERSONNEL: Jonathan Kramer Sr. VP Telecommunications

Orion Pictures
(212) 715-1106

711 Fifth Avenue, 6th Floor
New York, NY 10022
PERSONNEL: Cornelia M. Mitchell, VP Pay Television; Charlotte Sonnenblick, Sales Assistant Pay Television

Paramount
(213) 468-4478

5555 Melrose Ave.
Los Angeles, CA 90038
PERSONNEL: Michael Dragotto, Executive Director Pay TV

Samuel Goldwyn Company
(213) 284-9220

10203 Santa Monica Blvd.
Los Angeles, CA 90067
PERSONNEL: Jolene Victor, Manager TV Ancillary Sales

Skouras Pictures Inc.
(213) 467-3000

1040 N. Las Palmas Ave.
Hollywood, CA 90038
PERSONNEL: Nicola Dantine, Manager of Ancillary Sales

Tri-Star
(213) 201-2430

3300 Riverside Drive
Burbank, CA 90067
PERSONNEL: Mike Lopez, VP Ancillary Markets

Twentieth Century Fox Pay TV
(213) 203-1417

P.O. Box 900
Beverly Hills, CA 90213
PERSONNEL: Kathleen Liddy, Manager Pay Television Sales

Universal Pay Television
(818) 777-4317

70 Universal City Plaza
Universal City, CA 91605
PERSONNEL: Jerry Hartman, VP/ Marketing and Sales

Vestron Television
(203) 978-5518

60 Long Ridge Road
P.O. Box 4000
Stamford, CT 06907
PERSONNEL: Su Corbin, Pay Television Sales

Walt Disney TV (Touchstone Pic.)
(818) 840-6558

500 Buena Vista St.
Burbank, CA 91521
PERSONNEL: Wendy Ferren, Director/ Pay Television

Warner Bros. Pay Television
(212) 484-8000

75 Rockefeller Plaza
New York, NY 10019
PERSONNEL: Eric Frankel, VP Mktg

Regional entertainment

Around Town Network, The
(617)-926-7800

70 Coolidge Hill Road
Watertown, MA 02172
PARENT COMPANY:
Video Resources Inc.
70 Coolidge Hill Road
Watertown, MA 02172
PERSONNEL: Susan Bridge, CEO; Jane Morton, President; Heidi Brown, Sales Director
TYPE OF SERVICE:
Regional Entertainment
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: Regional indexed consumer programming in infomercial format, serving Metro Boston and surrounding areas with programming on entertainment, recruitment, travel and real estate.
SATELLITE: Microwave relay
SUBSCRIBER INFORMATION:
Affiliates: 3
As of: 01/01/88
Subscribers: 2,000

ADVERTISING:
Local Advertising Available
up to 50 mins/hr

Atlanta Interfaith
(404)-892-0454

1580 Peachtree St.
Atlanta, GA 30309
PERSONNEL: John Conant, Chairman; John H. Allen, President; O'Lynn Allen, Public Relations
TYPE OF SERVICE:
Regional Entertainment
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: Local interfaith programming including talk shows, teaching, magazine format shows, worship services, church league sports, live call-in shows and programming for older adults.
SATELLITE: Microwave
SUBSCRIBER INFORMATION:
Affiliates: 2
As of: 02/01/88
Subscribers: 160,000
Price/sub: free

Cable TV Network of NJ-CTN
(609) 392-4360

128 W State St.
Trenton, NJ 08608
PERSONNEL: William Scott, President; James BeBold, Executive Director; Kathleen Layton, Sales Manager; Joyce Awlesworth, Program Manager
TYPE OF SERVICE:
Regional Entertainment
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: Daytime programming is community service, including educational, health and human services, cultural, religious and governmental politics. Evening programming is commercial supported basic network programming.
ADVERTISING:
Local Advertising Available

Catholic TV Network Bay Area
(415)-326-7850

324 Middlefield Rd.
Menlo Park, CA 94025
PERSONNEL: John M. Rohrbach, President; Shirley Connolly, Program Director
TYPE OF SERVICE:
Regional Entertainment
PROGRAM HOURS: 8am-10pm
PROGRAM FORMAT: Produce and transmit educational programming for classroom use in grades K-12, for teacher and administator "in-service" and to meet adult education needs, especially in the area of spirituality and theology.
SATELLITE: varies
SUBSCRIBER INFORMATION:
Affiliates: 200
As of: 01/31/88

Deep Dish TV Network
(212) 420-9045

339 Lafayette St.
New York, NY 10012
PERSONNEL: Daniel Brooks, Mktg; Martha Wallner and Caryn Rogoff, Affiliate Relations
TYPE OF SERVICE:
Regional Entertainment
PROGRAM HOURS: Tuesdays 3 pm-4pm EST
PROGRAM FORMAT: National public access satellite network offered free to cable systems and others for public access and non-commercial channels. Last year's series won the NFLCP's "Hometown U.S.A." award for most creative series. A new series of 16 shows begins April 12. Weekly transmissions begin on April 19 from 3 to 4 pm EST and continues for 16 weeks.
SATELLITE: Satcom 3R Tr. 7
SUBSCRIBER INFORMATION:
Affiliates: 350
As of: 01/27/87

Ecumenical TV Channel
(216)-533-2243

PO Box 430
Canfield, OH 44406
PERSONNEL: Rev. James Korda, President/Director, CTNY; Mitch Stanley, General Manager, CTNY
TYPE OF SERVICE:
Regional Entertainment
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: Serving Catholic, Jewish, Protestant and Orthodox faiths. Providing ecumenical, religious programming in northeast Ohio.
SATELLITE: Microwave
SUBSCRIBER INFORMATION:
Affiliates: 11
As of: 02/01/88
Subscribers: 191,000

GiantsVision
(415) 468-3700

Candlestick Park
San Fransisco, CA 94124
PARENT COMPANY:
San Francisco Giants
Candlestick Park
San Francisco, CA 94124
PERSONNEL: Corey Busch, Exec VP/Exec Producer; Karen Sisco, Director Operations; Bob Hartzell, Director Affiliate Relations; Eva Buftof, Affiliate Mktg Manager
TYPE OF SERVICE:
Regional Entertainment
PROGRAM HOURS: 7 pm, 3 nights/wk
PROGRAM FORMAT:San Francisco Giants home games.
SATELLITE: Westar 5
SUBSCRIBER INFORMATION:
Affiliates: 52
As of: 02/01/88
Subscribers: 1,400,000
Price/sub: varies
ADVERTISING:
Local Advertising Available
4 mins/game

Home Team Sports
(202)-728-5300

1111 18th St. NW
Suite 200
Washington, DC 20036
PARENT COMPANY:
Group W Satellite Communications
250 Harbor Dr.
Stamford, CT 06904-2210
PERSONNEL: Bill Aber, General Manager; Jeff Wagner, Dir Mktg & Sales; Jody Shapiro, Dir Program & Exec. Producer; Joseph King, Dir Operations/Tech Services; James Bates, Dir Affiliate Sales; Jon Cherney, Ad Sales Manager/D.C.; Tijuan Gray, Ad Sales Manager/Balimore; Dave Zahra, Controller
TYPE OF SERVICE:
Regional Entertainment
PROGRAM HOURS: varies
PROGRAM FORMAT: Live sporting events, including 90 Orioles baseball games; 33 Capitals hockey games; 33 Bullets basketball games, 15 Blast indoor soccer games; 65 college basketball games and 30 college football games
SATELLITE: Satcom 4 Tr. 22, VideoCipher encrypted
SUBSCRIBER INFORMATION:
Affiliates: 113
As of: 01/01/88
Subscribers: 724,000
Price/sub: varies

ADVERTISING:
Local Advertising Available
2 mins/game

KTVT
(918) 665-6690

WATS(National). . . .(800) 331-4806
3801 S. Sheridan
Tulsa, OK 74145
PARENT COMPANY:
United Video Inc.
3801 S. Sheridan
Tulsa, OK 74145
PERSONNEL: Lawrence Flinn Jr., Chairman; Roy L. Bliss, CEO; David W. Wheaton, CFO; Jeffrey C. Treeman, Sr. VP Mktg/Sales; Anne Wilkerson, Gen Mgr Video Mktg/Sales; Sandy Neuzil, Sales Mgr; John Hawkins, Mgr, Adv & Promo; Diane Wells, Affiliate Programs Supervisor
TYPE OF SERVICE:
Basic Programming
Regional Entertainment
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: Texas Rangers baseball, comedy, adventure and movie favorites.
SATELLITE: Satcom F1R, VideoCipher encrypted
SUBSCRIBER INFORMATION:
Affiliates: 415
As of: 12/31/87
Subscribers: 3,537,072
Price/sub: $.15

KVOS
(206)-671-1212

1151 Ellis St.
Bellingham, WA 98225
PARENT COMPANY:
Ackerly Communications
800 5th Avenue Plaza
Suite 3770
Seattle, WA 98104
PERSONNEL: Dave Reid, VP General Manager/Sales; Rollin Wood, Ad Sales; Margot Wilson, Mktg/Affiliate Relations
REGIONAL OFFICES: KVOS, 1764 West 7th Avenue, Vancouver, B.C., Canada V6J 5A3
TYPE OF SERVICE:
Regional Entertainment
PROGRAM HOURS: 24 hrs
PROGRAM FORMAT: Syndicated programming.
ADVERTISING:
Local Advertising Available

Life Newsvision
(312)-579-4210

2601 S. Harlem
Berwyn, IL 60402
PARENT COMPANY:
Life Printing and Publishing
2601 S. Harlem
Berwyn, IL 60402
PERSONNEL: Larry Randa, Chairman; Jack Kubik, CEO; Wes Felton, CFO; Dick Stern, Ad Sales; Terry Kocka, Mktg/Promotions
TYPE OF SERVICE:
Regional Entertainment
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: Electronic newspaper.
SUBSCRIBER INFORMATION:
Affiliates: 4
As of: 02/08/88
Subscribers: 60,000
ADVERTISING:
Local Advertising Available
Classified Ads

Madison Square Garden Network
(212)-563-8980

Two Pennsylvania Plaza
New York, NY 10121
PARENT COMPANY:
Gulf and Western
New York, NY
PERSONNEL: Robert M. Gutkowski, President; James J. Cavazzini, Exec VP; Pete Silverman, VP/Exec Producer; Lee Berke, VP Mktg; Marty Brooks, VP Programming; Paul Schneider, Director Public Relations; Ed Spencer, Director Affiliate Sales; Marianne Weiss, Director Affiliate Relations
TYPE OF SERVICE:
Regional Entertainment
PROGRAM HOURS: 7 pm-1 am Extnd Wkend
PROGRAM FORMAT: Knicks basketball, Rangers hockey, college bastketball, St. John's University Sports, Coca-Cola High School Sportsweek, and MSG's "Felt Forum," professional boxing. Special events include The Virginia Slims Championships, The National Horse Show, The Westminster Kennel Club Dog Show and The Panasonic Millrose Games (track and field).
SUBSCRIBER INFORMATION:
Affiliates: 100
As of: 02/01/88
Subscribers: 2,125,000
ADVERTISING:
Local Advertising Available
Mins vary

New England Sports Network
(617) 536-9233

70 Brookline Ave.
Fenway Park
Boston, MA 02215
PARENT COMPANY:
Joint venture of Boston Red Sox, Boston Bruins and New Boston TV
PERSONNEL: John Claiborne, VP/Gen Mgr; Robert Whitelaw, Dir Operations; Donald Reilly, Dir Business Affairs; Jerry McAuliffe, Director Ad Sales; Frank Noto, Account Exec; John Slattery, Dir Adv/Promo; Sean McGrail, Dir Mktg; Roni Stimell, Mgr Affiliate Mktg & Sales; Christopher Swan, Affiliate Mktg Representative
TYPE OF SERVICE:
Regional Entertainment
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: More than 90 Boston Red Sox games, 40 Boston Bruins games, all home Stanley Cup playoffs, exclusive Big East basketball, Yankee Conference football, Hockey East and the Beanpot college hockey tournament, New England college basketball, football, baseball, soccer and lacrosse, WWF Wrestling, regional fishing, scuba diving, auto racing, bowling, boxing, indoor lacrosse
SATELLITE: Satcom 4 Tr. 13
SUBSCRIBER INFORMATION:
Affiliates: 157
As of: 12/31/87
Subscribers: 215,000
Price/sub: $3.20-$5.00
ADVERTISING:
Local Advertising Available
3 mins/game

News 12 Long Island
(516) 496-1766

One Media Crossways
Woodbury, NY 11797
PARENT COMPANY:
Cablevision Systems Corp.
One Media Crossways
Woodbury, NY 11797
PERSONNEL: Alvin Ittleson, President; John D. Hillis, General Manager; Norm Fein and Glenn Fishkin, Sr Exec Producers; Rick Young, Promotion Dir
REGIONAL OFFICES: RASCO, 260 Madison Ave., 14th Floor, New York NY 10016 (212) 889-3380 (Bob Fennimore)
TYPE OF SERVICE:
Regional Entertainment
PROGRAM HOURS: 24 hours

PROGRAM FORMAT: Regional news channel.
SATELLITE: Microwave
SUBSCRIBER INFORMATION:
Affiliates: 4
As of: 02/01/88
Subscribers: 530,000
ADVERTISING:
Local Advertising Available
12 mins/hr

PRISM
(215) 668-2210

225 City Line Ave.
Bala Cynwyd, PA 19004
PARENT COMPANY:
Sports Channel Associates
One Media Crossways
Woodbury, NY 11797
PERSONNEL: Mark Lustgarten, Chairman; Charles Dolan, CEO; Donald Heller, VP & General Manager; Sam Schroeder, VP/Asst General Mgr; Thomas Ferraro, Dir of Mktg
REGIONAL OFFICES: 780 Third Ave. New York, NY 10017, Ed Peters; 435 N. Michigan Ave. Chicago, IL 60611, Dana Michaellis/VP; 25689 Kelly Rd. Suite D Roseville, MI 40866, Norm Zeller; 1925 Century Park East, Suite 830, Los Angeles, CA 90067, Mary Hogan
TYPE OF SERVICE:
Regional Entertainment
PROGRAM HOURS: 24 Hours
PROGRAM FORMAT: Movies, 80's box office hits, classics of the past, entertainment specials plus live exclusive coverage of the Philadelphia Phillies, Flyers and 76ers' home games
SATELLITE: Microwave
SUBSCRIBER INFORMATION:
Affiliates: 88
As of: 01/01/88
Subscribers: 420,000
Price/sub: $5.75

Prime Ticket Network
(213) 672-8000

401 S. Prairie Ave.
Suite 104
Inglewood, CA 90301
PERSONNEL: Tony Acone, President; John Jackson, Programming; Tim Krass, Mktg Manager; Keith Harris and Brent Imai, Executive Producers; Tom Feuer, Dir of Communications; Mat Tinley, New Business Development; David Forier, Forum Entertainment Network
TYPE OF SERVICE:
Basic Programming
Regional Entertainment
PROGRAM HOURS: 5pm-12am PST
PROGRAM FORMAT: Programming includes Los Angeles Lakers basketball, Los Angeles Kings hockey, boxing, tennis, Los Angeles Lazers and San Diego Sockers, MISL Soccer, and college athletics from UCLA, USC, Nevada—Las Vegas. Also pay-per-view events.
SATELLITE: Satcom 4 Tr. 20
SUBSCRIBER INFORMATION:
Affiliates: 40
As of: 02/01/88
Subscribers: 2,300,000
Price/sub: varies
ADVERTISING:
Local Advertising Available
1 min/30 mins

Pro-Am Sports
(313)-583-7600

500 Stephenson
Suite 204
Troy, MI 48083
PERSONNEL: John McDevitt, Chairman; William Wischman, CEO; Kathleen Hunt, CFO; William Glenn, Dir of Programming; Jillania Harbaugh, Dir of Mktg; William Moren, Dir of Affiliate Relations
REGIONAL OFFICES: Advertising sales handled by Cable Media, 33481 W 14 Mile Road, Suite 90, Farmington Hills, MI 48331, (313) 661-5530.
TYPE OF SERVICE:
Regional Entertainment
Pay Programming
PROGRAM HOURS: 7 pm-midnight
PROGRAM FORMAT: Professional sports, including Detroit Tigers, Detroit Pistons and Detroit Red Wings. Also covers Central Collegiate Hockey Association. Local coverage includes the University of Michigan, Michigan State and the Midwest Athletic Conference.
SATELLITE: Westar 5 Tr. 8
SUBSCRIBER INFORMATION:
Affiliates: 140
As of: 12/31/87
Subscribers: 360,000
Price/sub: $5.00 average

UTV
(415) 777-2555

One South Park Ave.
Suite 200
San Francisco, CA 94107
PARENT COMPANY:
On Demand Inc.
One South Park
Suite 200
San Francisco, CA 94107
PERSONNEL: Paul Solomon, President/CEO; Judy Silva, General Manager
TYPE OF SERVICE:
Regional Entertainment
PROGRAM FORMAT: Video clips as requested by viewers including music videos, travel, sports, news and other items of interest selected by viewers from the menu displayed on the screen and billed via premium tarriffed phone calls.
SATELLITE: Headend
SUBSCRIBER INFORMATION:
As of: 02/01/88
Subscribers: 570,000

Z Channel
(213)-453-1985

2939 Nebraska Ave.
Santa Monica, CA 90404
PARENT COMPANY:
Z Channel
2939 Nebraska Ave.
Santa Monica, CA 90404
PERSONNEL: Joe Cohen, CEO; Terry Saley, COO; Susan E. Packard, VP Affiliate Relations
TYPE OF SERVICE:
Regional Entertainment
PROGRAM HOURS: 24 hrs
PROGRAM FORMAT: Offering current motion pictures, film festivals, foreign cinema and live local sports.
SATELLITE: Microwave
SUBSCRIBER INFORMATION:
Affiliates: 24
As of: 02/08/88
Subscribers: 85,000

Regional sports

Sports Channel New England
(516)-364-2222

Ten Towers Office Park
Suite 600
Woburn, MA 01801
PARENT COMPANY:
Sports Channel Association
One Media Crossways
Woodbury, NY 11797
PERSONNEL: Mark Lustgarten, Chairman; Charles Dolan, CEO; Mitchell Freund, General Manager; Bob Fennimore and Phil Cabia, Ad Sales
REGIONAL OFFICES: 260 Madison Ave., New York, NY 10016, Rainbow Advertising Sales.

TYPE OF SERVICE:
Regional Sports
PROGRAM HOURS: 6pm-1am weekly
PROGRAM FORMAT: Covers regional professional and college teams. Exclusive coverage of Hartford Whalers and Boston Celtics.
SUBSCRIBER INFORMATION:
Subscribers: 750,000
ADVERTISING:
Local Advertising Available
6 mins/game

Sports Channel New York (516)-364-2222

150 Crossways Park West
Woodbury, NY 11797
PARENT COMPANY:
Sports Channel Associates
One Media Crossways
Woodbury, NY 11797
PERSONNEL: Mark Lustgarten, Chairman; Charles Dolan, CEO; Tom Chestnut, General Manager; Bob Fennimore and Phil Cabia, Ad Sales; Rich Kahn, Director of Marketing; Jeff Genthner, Dir Affiliate Relations & Mktg
REGIONAL OFFICES: 260 Madison Ave., New York, NY 10016. Rainbow Advertising Sales.
TYPE OF SERVICE:
Regional Sports
PROGRAM HOURS: 6pm-1am weekly/wk
PROGRAM FORMAT: Professional and college teams, exclusive coverage of the New York Mets, New York Yankees, New York Islanders, New Jersey Devils and New Jersey Nets.
SUBSCRIBER INFORMATION:
Subscribers: 1,040,000
ADVERTISING:
Local Advertising Available
6 mins/game

Home Sports Entertainment (213) 661-0028

5251 Gulfton St.
Houston, TX 77081
PARENT COMPANY:
Houston Sports Association
The Astrodome
Houston, TX
PERSONNEL: Ed Frazier, President; Dick Barron, Exec VP; Jack Stanfield, VP Programming; Jay Finegold, VP Mktg; John McIntyre, Dir Operations; Cindy Harrington, Manager Affiliate Services; Mike Donaldson, Dir Ad Sales; Joe Gagliardi, Dir Affiliate Sales; Sherry Adams, Advertising Sr Account Exec.; Glenn Gurgiolo, General Manager DBS
REGIONAL OFFICES: 2080 SH 360, Suite 260, Grand Prairie, TX 75050 (214) 988-9292.
TYPE OF SERVICE:
Regional Sports
PROGRAM HOURS: 4 pm to 1 am
PROGRAM FORMAT: Regional sports service that provides programming to both pay and basic subscribers in Texas, New Mexico, Oklahoma, Arkansas and Louisiana. Programming includes the Houston Rockets, Dallas Mavericks, San Antonio Spurs, Houston Astros, Texas Rangers, and SW Conference football, basketball, baseball and selected championships.
SATELLITE: Satcom 4 Tr. 11; Satcom IR Tr. 10, VideoCipher encrypted
SUBSCRIBER INFORMATION:
Affiliates: 183
As of: 02/01/88
Subscribers: 650,000
Price/sub: varies

Niagara Frontier Sports Network (716) 856-7300

Memorial Auditorium
140 Main St.
Buffalo, NY 14202
PARENT COMPANY:
Niagara Frontier Hockey Corp.
Memorial Auditorium
Buffalo, NY 14202
PERSONNEL: Paul Wieland, Exec Producer; John Gurtler, Dir Cable Relations
TYPE OF SERVICE:
Regional Sports
PROGRAM HOURS: 30 live games
PROGRAM FORMAT: Live coverage of 35-50 NHL Hockey games of the Buffalo Sabres, October through May. Occasional other events, such as college basketball, high school, hockey
SATELLITE: Westar V Tr. 8 and Microwave
SUBSCRIBER INFORMATION:
Affiliates: 9
As of: 01/01/88
Subscribers: 441,000
Price/sub: varies
ADVERTISING:
Local Advertising Available

SportsVision (312)-524-9445

820 W. Madison
Oak Park, IL 60302
PARENT COMPANY:
Sports Channel Associates
One Media Crossways
Woodbury, NY 11797
PERSONNEL: Mark Lustgarten, Chairman; Charles Dolan, CEO; Jim Carno, General Manager; Bob Saalfield and Julie L. Johnson, Mgr. Sales & Mktg; Kelly Sullivan, Dir Public Relations;
REGIONAL OFFICES: 260 Madison Ave., New York, NY 10016. Rainbow Advertising Sales.
TYPE OF SERVICE:
Regional Sports
PROGRAM HOURS: 6.5 hrs wkdy/16 hr wknd
PROGRAM FORMAT: Chicago professional sports teams, the White Sox, the Bulls, the Blackhawks, and Sting; regional collegiate events, Notre Dame, DePaul and Big Ten football.
SATELLITE: Satcom 4 Tr. 9, VideoCipher encrypted
SUBSCRIBER INFORMATION:
Affiliates: 60
As of: 12/31/87
Subscribers: 1,200,000
Price/sub: varies
ADVERTISING:
Local Advertising Available
5 mins/hr

Sportschannel Florida (305) 994-0250

Executive Court One Suite 140
2295 Corporate Blvd.
Boca Raton, FL 33431
PARENT COMPANY:
Sports Channel Associates
One Media Crossways
Woodbury, NY 11797
PERSONNEL: Mark Lustgarten, Chairman; Charles Dolan, CEO; Ron Ryan, General Manager; Rod Mickler, Dir Mktg & Sales; Rod Mickler, Dir Mktg & Sales
REGIONAL OFFICES: 260 Madison Ave., New York, NY 10016. Rainbow Advertising Sales
TYPE OF SERVICE:
Regional Sports
PROGRAM HOURS: 6 hrs wkdys/9 hrs wknd
PROGRAM FORMAT: Regional sports network for Florida collegiate & professional sports. 180 live collegiate events. Exclusive coverage of Univ. of Miami, Univ. of Fla., Jacksonville Univ., Univ. of S. Fla. as well as the NBA expansion Miami Heat beginning in 1988/1989.
SATELLITE: Galaxy III Tr. 12
SUBSCRIBER INFORMATION:
Affiliates: 3
As of: 12/29/87
Subscribers: 50,000
ADVERTISING:
Local Advertising Available
6 mins/hr

Announced services

AP/Sports Plus
(202) 955-7200

1825 K Street NW
Suite 615
Washington, DC 20006
PARENT COMPANY:
The Associated Press/Tribune
1825 K Street NW
Suite 615
Washington, DC 20006
PERSONNEL: Greg Groce, Dir of Cable Services; John A. Strachan, NCE
REGIONAL OFFICES: Annabella Riccio, National Cable Exec, Suite 500, South Tower, One CNN Center, Atlanta, GA (404) 522-8971; Susan Burgstiner, National Cable Exec, 1444 Wazee Street, #130, Denver, CO 80202-1395 (303) 825-0123; National Cable Exec, 215 West Pershing Street, Kansas City, MO 64108-1850 (816) 421-6725
PROGRAM HOURS: 24 hours
PROGRAM FORMAT:Graphics-enhanced sports information service, including latest sports scores in a continuous crawl, as well as statistics, standings and general sports news.
Scheduled to launch 3/15/88
SATELLITE: Westar IV Tr. 6
SUBSCRIBER INFORMATION:
Price/sub: varies
ADVERTISING:
Local Advertising Available
2 mins/hr

Advertising Television
(201) 837-3500

420 Pompton Ave.
Cedar Grove, NJ 07009
PARENT COMPANY:
Web Broadcasting Systems Inc.
420 Pompton Ave.
Cedar Grove, NJ 07009
PERSONNEL: Paul J. Salerno, President/CEO; Thomas M. Collins, Exec VP Mktg
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: All-advertising network with themed hours, such as auto, fashion, travel, computer, beauty. The hours will consist of 5- and 10-minute infomercials produced by national advertisers.
SATELLITE: Satcom IIIR
SUBSCRIBER INFORMATION:
Subscribers: 3,500,000
Price/sub: pays $.10

CD-8 The Digital Music Network
(212) 983-3300

342 Madison Ave.
Suite 505
New York, NY 10173
PARENT COMPANY:
International Cablecasting Tech
342 Madison Ave.
Suite 505
New York, NY 10173
PERSONNEL: Jerold H. Rubinstein, Chairman; Tom Oliver, President; Tom Shemo, VP Mktg; Molly Seagrave, VP Communications
REGIONAL OFFICES: 9478 West Olympic Blvd, #301, Beverly Hills, CA 90212
PROGRAM HOURS: 24 hrs
PROGRAM FORMAT: Eight separate channels of compact disc music featuring formats from classical to rock, delivered via a single cable channel to the home stereo system. Programming is commercial-free, disc-jockey-free and distortion-free.
SATELLITE: C-Band TBD

Career Channel Network
(415) 326-8000

P.O. Box 9600
Palo Alto, CA 94305
PARENT COMPANY:
The Keegan Group
P.O. Box 536
Menlo Park, CA 94026
PERSONNEL: Dr. R. Peter Keegan, Chairman; Judy Davis, CEO/Career Center Network; J.M. Keegan, CEO/Media Centers; Roland Hieb, CFO; J. Walter Keegan, Sr VP; Debra Giusti, Sr VP/Corporate Affairs; Beverly Rubic, VP/Program Development; R. West, VP; Y.M. Keegan, Assistant VP
REGIONAL OFFICES: U.S.A. and Canada.
PROGRAM FORMAT:National and regional career information service. In cooperation with Career Network, it assists individuals, corporations and government agencies to seek and secure career guidance. Working with trade associations and institutions in the public and professional sectors, The Career Channel will supply an essential need for the improvement of the quality of career life.
SATELLITE: Airing in October 1988
ADVERTISING:
Local Advertising Available
16 mins/hr

Computer Channel, The
(213)-663-8239

1655 Silverwood Terrace
Los Angeles, CA 90026
PARENT COMPANY:
Computer Channel Corp.
1655 Silverwood Terrace
Los Angeles, CA 90026
PERSONNEL: Alan Backus, Chairman/CEO/President; Jan Gildersleeve, Ad Sales/Mktg
PROGRAM HOURS: 24 hrs
PROGRAM FORMAT: Digital entertainment and information services to computers via cable television.
SATELLITE: VideoCipher encrypted
ADVERTISING:
Local Advertising Available

Landscape Channel, The
(415) 326-8000

P.O. Box 536
Menlo Park, CA 94026
PARENT COMPANY:
The Landscape Channel Ltd.
P.O. Box 536
Menlo Park, CA 94026
PERSONNEL: Dr. R. Peter Keegan, CEO; Jeffrey M. Keegan, COO; Nick Austin, Co-Chairman - Europe; Roland Hieb, Executive Sr VP; R.M. West, Mgr Corp. Communications; Sheri Wilson, VP; Debera Giusti, Sr VP; V.M. Keegan, Assistant VP; Beverly Rubic, Dir Affiliate Relations
REGIONAL OFFICES: Mike Appleton, Landscape Channel, London, UK. The Landscape Channel (Far East) Ltd., Mr. Caruso, 2-19-8 New Meguro Flower Mansion, 1304 Shimomeguro, Meguro-Ku. Tokyo 153, Japan 01081 3495 0007 Telex: 02466552
PROGRAM FORMAT: A world-wide home shopping, all instrument, stereo music channel showing breathtaking, beautiful visual images of the world's wonders, without the intrusion of audio commercials. Backed by one of the world's largest group of music companies, withall digital, CD quality output and high definition video
SUBSCRIBER INFORMATION:
Price/sub: $.09
RATING SOURCE: Nielsen

Laugh TV
(918) 747-6000

P.O. Box 52331
Tulsa, OK 74152
PERSONNEL: Alan Spooner, President
REGIONAL OFFICES: Soon to have offices in Dallas, New York and Chicago.
PROGRAM HOURS: 24 hours
PROGRAM FORMAT:Launching in Spring 1988, a fast paced program dedicated to hilarity featuring short laugh videos, stand-up comedians, sketches and comedy specials.

Sunshine Network
(713) 661-0078

5251 Gulfton St.
Houston, TX 77081
PERSONNEL: Jim Williams, Senior Producer
PROGRAM HOURS: Prime Time
PROGRAM FORMAT: Launching March 4. Basic service for regional sports in Florida only. Programming features 100 major league baseball games of the Minnesota Twins, Baltimore Orioles, Detroit Tigers, Texas Rangers, and Houston Astros. Approximately 150 events will be produced in Florida, featuring: Florida State, Stetson, Jacksonville, and Florida A&M. A lead in to our programming will feature one hour a day of Florida public affairs.
SATELLITE: Satcom IR
SUBSCRIBER INFORMATION:
Affiliates: 60
As of: 03/01/88
Subscribers: 1,500,000
ADVERTISING:
Local Advertising Available
2 mins/hr

TeleAmerica
(213) 473-3556

11811 West Olympic Blvd.
Los Angeles, CA 90064
PARENT COMPANY:
SouthCo. Communications
Waterloo, IA
PERSONNEL: Conrad Ricketts, President; Kenneth Joyce, VP
PROGRAM HOURS: 16 hours
PROGRAM FORMAT:Family programming.
SATELLITE: Telstar 301, VideoCipher encrypted
ADVERTISING:
Local Advertising Available
4 mins/hr

Teleworld Network Television
(213) 653-8637

8455 Beverly Blvd.
Suite 406
Los Angeles, CA 90048
PERSONNEL: William Cameron, Chairman; Norman Solomon, CEO Creator; Mary Fichter, Ad Sales
REGIONAL OFFICES: Paris, France, Francois Taborelli, VP, Telephone: 33-1-45-22-3325; Munich, Germany; London, England
PROGRAM HOURS: 2 hrs/day
PROGRAM FORMAT: Launch date of May 1, 1988. Everything seen is supplied by corporations or individuals, there is no commercial advertising. The network utilizes a magazine format which organizes communication into such categories as world class international real estate, over-the-air auctions, personal auditions and global travel. Teleworld offers "target intensive" access to a public specifically interested in the communicator's message.
SATELLITE: Galaxy I Tr. 2

Vision Interfaith Satellite Network
(615) 742-5400

810 Twelfth Ave. South
Nashville, TN 37203
PARENT COMPANY:
Natl Interfaith Cable Coalition
74 Trinity Place
New York, NY 10006
PERSONNEL: Dr. Dan Matthews, Chairman; David Ochoa, CEO
REGIONAL OFFICES: William Airy, 8500 Menaul NE, Albuquerque, NM 87712 (505) 293-9225
TYPE OF SERVICE:
Basic Programming
PROGRAM HOURS: 8 hours
PROGRAM FORMAT: Airing June 1, 1988, 8 hours of mainline interfaith, values-based and inspirational programming. Ad-supported, no fund-raising, free of charge to the cable operator.

Wingtips
(215) 563-7506

WATS(National). . . .(800) 288-5757
2000 Market Street #2902
Philadelphia, PA 19103
PERSONNEL: R. J. Timlin, President/TSI Visuals
PROGRAM HOURS: 2 hrs/day
PROGRAM FORMAT: Franchise of video travel. You can plan and book from television by calling an 800 number.
SATELLITE: Galaxy 1 Tr. 2
ADVERTISING:
Local Advertising Available

YOU TV
(412) 261-1411

900 Porter Building
Pittsburgh, PA 15219
PARENT COMPANY:
Health TV Corp.
900 Porter Building
Pittsburgh, PA 15219
PERSONNEL: Jerome N. Lehman, Chairman CEO President; Kathryn J. Gavert, CFO; Louise A. Goodwin, Dir Sales & Mktg; C. Dean Thomas, VP Affiliate Relations
REGIONAL OFFICES: HTC Production Group Inc., 1300 Porter Building, Pittsburgh, PA 15219, (412) 261-1411, James Rogal; HTC News & Documentary, 6605 Elenore Avenue, Hollywood, CA 90038, (213) 466-1318, Dana Millikin; HTC Post, 629 North La Brea Ave., Los Angeles, CA 90036, (213) 936-7181, Melissa Davies; YOU-TV, 6605 Elenore Ave., Hollywood, CA 90038, (213) 931-1666, Joe Castro; YOU-TV, 9330 LBJ Freeway, Suite 635, Dallas, TX 75243, (214) 437-3196, Dean Thomas
PROGRAM HOURS: 24 hrs
PROGRAM FORMAT:General health, physical fitness and well-being programs.
SATELLITE: Satcom IIIR Tr. 19
SUBSCRIBER INFORMATION:
Subscribers: 4,000,000
ADVERTISING:
Local Advertising Available

Non-satellite fed services

Cable Video Entertainment (212) 206-1219

111 8th Ave. Suite 1502
New York, NY 10011
PARENT COMPANY:
Winmar Enterprises
111 8th Ave. Suite 1500
New York, NY 10011
PERSONNEL: Irwin Cohen, Chairman; Maria Sapichino, CEO; Dick Sullivan, President; John Herbst, CFO; Cathleen Sullivan, Director; Mark Rubin, Affiliate Relations; Sandy Messinger, Affiliate Relations
TYPE OF SERVICE:
Non-Satellite Fed National
PROGRAM FORMAT: "Curtain Going Up" is a 1/2 hour hosted monthly show, likened to Entertainment Tonight, but for cable. "Curtain" highlights a cable system's pay, basic, and pay-per-view programming in an entertaining, concise format.
SATELLITE: video cassette
SUBSCRIBER INFORMATION:
Affiliates: 200
As of: 01/01/88
Subscribers: 14,500,000
ADVERTISING:
Local Advertising Available
4 mins/30 mins

Fujisankei Comm. International (213) 553-5828

2049 Century Park East
Suite 820
Los Angeles, CA 90067
PARENT COMPANY:
Fujisankei Comm. Group
3-1,kawada-cho
Shinjuku-ku
Tokyo, Japan, Tokyo 162
PERSONNEL: Mitsunori Sasa, President
TYPE OF SERVICE:
Non-Satellite Fed National
PROGRAM HOURS: 6:45pm to 8:30pm PST
PROGRAM FORMAT:Japanese language programming, featuring drama, variety shows, music shows, quiz shows and cartoons.
ADVERTISING:
Local Advertising Available
2 mins/hr

Modern Video Programs (813) 541-7571

WATS(National). . . . .(800) 237-8913
5000 Park St. N
St. Petersburg, FL 33709
PARENT COMPANY:
Modern Talking Picture Service
5000 Park St. N
St. Petersburg, FL 33709
PERSONNEL: Patrick Swonger, Division Manager, Television; Nina Thorbecke, Cable Representative
REGIONAL OFFICES: 515 Madison Ave. Tower Suite 37th Floor, New York, NY 10022 (212) 832-4622 (Robert Finehout), 1900 L Street NW, Suite 610, Washington DC 20036 (202) 293-1222 (Robert A. Kelley), 1 Prudential Plaza, Suite 2020, 130 East Randolph Drive, Chicago IL 60601 (312) 337-3252 (Edwid L. Swanson), 149 New Montgomery St., San Francisco, CA 94105 (415) 777-3995 (Steve Mahan), 115 Torbay Rd., Unit 9, Markham, Onterio, Canada, L3R 2M9 (416) 475-3750 (Lynn Meek)
TYPE OF SERVICE:
Non-Satellite Fed National
PROGRAM HOURS: 100 plus wk
PROGRAM FORMAT: Hourly programs 2-3 episodes per hour.
SATELLITE: Satcom IIIR Tr. 2
SUBSCRIBER INFORMATION:
Affiliates: 1,100
As of: 02/01/88
Subscribers: 14,500,000

Nippon Golden Network (808)-538-1966

567 S. King St.
Suite 110
Honolulu, HI 96813
PERSONNEL: Dr. Dennis M. Ogawa, President
TYPE OF SERVICE:
Non-Satellite Fed National
PROGRAM HOURS: 35 hrs/wk-6pm-11pm
PROGRAM FORMAT: Japanese language pay service.
SUBSCRIBER INFORMATION:
Affiliates: 6
As of: 02/03/88
Subscribers: 12,894
Price/sub: $12.95
ADVERTISING:
Local Advertising Available
2 mins/hr

TELACTION®

Shopping at the speed of life®

Telaction Corp. (312) 519-4242

1750 E. Golf Rd.
Century Centre
Schaumburg, IL 60173-5002
PARENT COMPANY:
J.C. Penney Co. Inc.
14841 North Dallas Parkway
Dallas, TX 55240-6760
PERSONNEL: Stuart MacIntire, CEO/President; Ed Merlis, President/Affiliate Division; Ben Allen, CFO; Kathleen Kanehann, Director Advertising & Public Relations
TYPE OF SERVICE:
Non-Satellite Fed National
Shopping Network
PROGRAM FORMAT: Telaction is the first consumer-controlled cable television-delivered home shopping and information service.

Vector Consumer Shopping Guide (213) 829-6741

1550 17th St.
Santa Monica, CA 90404
PERSONNEL: Russell Smith, Chairman/CEO/President; William Berger, CFO; Gloria Senior, Mktg
TYPE OF SERVICE:
Non-Satellite Fed National
PROGRAM HOURS: 24 hrs
PROGRAM FORMAT: Alpha numeric consumer shopping with 100 food and non-food items.
SUBSCRIBER INFORMATION:
Affiliates: 9
As of: 02/08/88
Subscribers: 300,000
ADVERTISING:
Local Advertising Available

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Subscriber Count

Satellite national services

Basic services	Affiliates	Subscribers
ACTS Satellite Network	351	6,300,092
Alternate View Network	243	3,000,000
America's Value Network	212	6,000,000
Arts & Entertainment (A&E)	2,500	30,000,000
Black Entertainment Television (BET)	1,000	18,000,000
Cable News Network (CNN)	11,738	42,528,000
Cable Value Network	1500	18,400,000
CBN Cable Network	7,817	37,212,000
C-SPAN	2,750	33,000,000
C-SPAN II	475	12,500,000
Country Music Television	568	6,800,000
The Discovery Channel	2,700	27,494,000
ESPN	18,936	46,100,000
Eternal Word Television Network (EWTN)	387	7,100,000
The Fashion Channel	600	8,700,000
Financial News Network (FNN)	1,770	27,300,000
FNN Score	1,150	19,800,000
FNN TelShop	850	11,000,000
GalaVision	300	1,000,000
Gospel Music Network	31	744,447
Headline News	3,608	28,352,000
Hit Video USA	170	2,164,000
Home Shopping Network	1,108	15,200,000
Home Shopping Network 2	260	5,800,000
The Inspirational Network	1,050	10,500,000
International Television Network	56	7,868,900
The Learning Channel	930	11,000,000
Liberty Broadcasting Network	39	1,049,218
Lifetime	3,500	35,440,000
Mind Extension University	63	1,380,000
The Motivation Network	13	200,000
Movietime	60	4,000,000
Music Television (MTV)	4,590	39,400,000
The Nashville Network	6,330	37,000,000
National Jewish Television (NJTV)	295	6,800,000
National Shopping Club	65	1,500,000
NewJaz-TV	200	300,000
Nick At Night	3,175	32,500,000
Nickelodeon	5,670	37,900,000
The Nostalgia Channel	185	2,500,000
QVC Network	810	11,200,000
Shop Television Network	60	3,000,000
Silent Network	380	10,000,000
Tempo Television	700	14,500,000
The Travel Channel	220	7,000,000
Trinity Broadcasting Network	523	7,037,000
USA Network	9,200	41,000,000
Video Hits One (VH-1)	1,715	24,700,000
Video Shopping Mall	600	14,000,000
The Weather Channel	3,100	31,600,000
WGN-TV	10,809	23,888,216
WOR-TV	2,293	9,657,482
WPIX-TV	617	8,875,212
WTBS-TV	12,640	42,528,000

Pay services		
American Exxxtasy	35	25,000
American Movie Classics	1,300	9,080,000
Bravo	350	1,000,000
Cinemax	3,650	5,100,000
The Disney Channel	4,300	3,810,000
Festival	N/A	N/A
Home Box Office (HBO)	6,700	15,900,000
The Movie Channel	3,250	2,600,000
The Playboy Channel	600	520,000
Showtime	3,200	5,700,000

Audio services		
Cable Radio Network	40	1,310,000
KKGO Super Jazz	16	131,832
Moody Bible Institute	62	935,528
Satellite Radio Network	237	483,000
Seeburg Lifestyle Music	142	2,576,838
Seeburg Lifestyle Adult Contemporary	26	854,390
Tempo Sound	107	1,250,000
WFMT Chicago	177	1,233,355

Text services		
AP News Cable	185	2,500,000
AP Business Plus	54	1,400,000
AP News Plus	75	2,100,000
Cable SportsTracker	40	875,328
DBC MarketWatch	433	8,400,000
Electronic Program Guide (EPG)	321	6,494,395
EPG Jr	161	152,178
EPG Prevue	N/A	N/A
Genesis Cable Storytime	37	1,505,000
Reuters News View	127	2,437,000
TV Decisions	177	6,818,487
UPI Data Cable	450	4,000,000
X*Press	346	1,200
X*Press Exchange	346	6,400

Non-satellite-fed national services

Bicycled services	Affiliates	Subscribers
Cable Video Entertainment	195	15,000,000
Fuji Network	3	12,000
Nippon Golden Network	3	13,000
Telaction	N/A	N/A
Vector Consumer News	5	200,000
Vector Consumer Shopping Guide	9	325,000

Regional entertainment services

Basic services	Affiliates	Subscribers
Atlanta Interfaith	7	160,000
Bay Area Religious Channel (BARC)	6	113,000
Buffalo Sabres Hockey	6	455,000
Cable TV Network of New Jersey	35	1,364,836
The Ecumenical Channel	9	170,000
KTVT	415	3,502,352
Life Newsvision	35	50,000
Madison Square Garden	100	2,125,000
Meadows Racing Network	15	600,000
News 12 Long Island	7	500,000
Prime Cable	8	344,350
Prime Ticket	37	2,250,000
SportsVision (Chicago)	47	1,025,200

Pay services		
Home Sports Entertainment Houston Dallas	140	450,000
Home Team Sports	114	719,000
New England Sports Network	157	213,171
PRISM-Philadelphia	88	415,420
Pro-Am Sports	140	301,000
SportsChannel (Florida)	2	45,000
SportsChannel (New England)	147	800,000
SportsChannel (New York)	92	1,000,000
Z Channel	17	80,000

Note: Figures for affiliate and subscriber counts will be updated quarterly unless information is provided by the service. Send information to *CableVision*, Attention: Candace Drake, Cable Stats, 432 Park Avenue South, Suite 1109, New York, NY 10016.
N/A denotes information not available.
TBA denotes to be announced.

New services in 1987

Basic services	Launch date
America's Value Network	1/87
The Fashion Channel	10/87
Home Premiere Television	12/87
Mind Extension University	11/87
Movietime	7/87
National Shopping Club	3/87
NewJaz-TV	9/87
Shop Television Network	10/87
The Travel Channel	2/87
Pay Services	
Festival	3/87
Tuxedo Network	12/87